



# Addiscombe & Shirley Park Residents Association

Advertising Manager's Report

AGM 2016

We continue to lose some of our long-term advertisers but we also have gained a few new ones. Revenue is slow because most buy advertising for four issues in advance and we only published one magazine in 2015. Revenue collection and the quest for for new business has been hindered by thinly spread resource covering website management, Croydon Local Plan and sharing of the acting Chairman job.

Our Web site advertising has been static with two lost and one gained.

In the Summer 2015 Magazine we had 10 pages of advertising out of 32 pages. In the 2012 equivalent we carried 14 pages of advertising out of 32 pages. We are now able to offer colour advertising at no extra cost.

We are not alone:

In just more than a decade, from 2000 to 2013, advertising revenue for America's newspaper fell from \$63.5 billion to \$23 billion (source [www.theatlantic.com](http://www.theatlantic.com)). National newspaper display and classified advertising in 2014 was forecast to fall 10.5% year-on-year to £971m, according to GroupM. Newspapers' digital ad revenues were increasing, but not enough to offset the print decline (source [www.theguardian.com](http://www.theguardian.com) ).

“The Independent” newspaper was printed for the final time on 26<sup>th</sup> March 2016.

We thank companies that no longer wish to advertise: Medisev Clinic and Goddard Vet Group.

So if you know any local small business friends who want to grow their local trade please let me know, or better still suggest they advertise with us and support ASPRA. Advertising rates & the order form are at [www.theaspra.org.uk/magazines.php](http://www.theaspra.org.uk/magazines.php)