

Ad manager's report

28 January 2019

Advertisement sales continue to rise, as do editorial pages and issue sizes to support them.

While advertisers who take whole pages tend to produce print-ready advertisements, smaller advertisers, such as those who take quarter pages at £20, need help putting advertisements together. Insisting that they provide their own artwork can be counter-productive: the cost is half the price of their three advertisements.

(Selling three advertisements at a time – a year's worth – makes invoicing efficient. The discount for prepaying all three issues is a strong incentive, and it also makes advertisers' book-keeping simpler.)

This means many hours – days, over many weeks – are spent every issue creating and revising existing advertisements. Basic computer skills and software limit the layout options, but advertisers are satisfied with the outcome. It is a chore, but a necessary one. One new quarter-page advertiser changed his advertisement five times.

New advertisers, some of them outside ASPRA borders, are coming to us. They have seen the magazine and recognise its strengths, among them community values and support, commitment of editorial team, vigorous editorial voice, continuity of outlook and breadth of content.

There is an air of optimism among local shopkeepers. The Blackhorse Lane bridge fiasco is still affecting business, but many have noticed a demographic change – younger people are moving into the area – and Christmas sales were excellent. Local shopping appears to be on the increase. The new businesses moving into the area (FreshCo, Penge Foods) are a welcome addition to the landscape, and increase the air of expectation among the business community as a whole.

Colin Gamm