

## SHIRE MAGAZINE CUSTOMERS SAY...

'Working with Shire Magazine enables us to **target readers across the region** with a comprehensive guide to what's happening, not just at Chester Racecourse, but throughout our restaurants Bangor-on-Dee racecourse. The team provide us with **opportunities to ensure our messaging and events resonate** through reviews and editorial in addition to standard advertising placement.' **Stephanie Hughes, Chester Race Company**



**CHESTER RACE COMPANY LTD.**

'We believe Shire to be one of the **best in the country**. Full of interesting information, articles and features, Shire has plenty to offer its readers and **it really helps us connect to our target market**. The Shire team are one of our favourite to work with.' **Phil Sanders, Stokers Fine Furniture**

**Stokers**  
FURNITURE • 1895

'We have found the team always to be helpful, professional and supportive. **They are brilliant at including us in features**. The magazine is well read and **it is effective advertising**. We see how well the public react to the magazine here in the centre as they pick up their free copies. Its a great read.' **Janet Dallolio, Afonwen Craft & Antique Centre**



'Shire magazine hits the perfect mark for us. Through a regular programme of promotions and editorial content, **Shire is increasing our exposure and extending our audience reach**. Our collaboration with Shire magazine is increasing awareness about us, our music and our considerable charitable work.' **Derek Jones, Wrexham Symphony Orchestra**

**WREXHAM SYMPHONY ORCHESTRA**

'We always know when a Shire magazine **hits the shops, as it gets our phone ringing**. The circulation area is really well suited to our target market, and the magazine has a quality feel. We certainly get results from our advertising. The team at Shire are always helpful and friendly, making the whole process hassle-free.' **Linda Andrews, Cheshire Cat Narrowboat Holidays**



'We approached Shire asking for help with publicity for the Llangollen Round Challenge, for Cancer Research UK. They were immediately interested and very helpful. We certainly had participants who heard about the event through Shire, and I have no doubt it **helped us in raising a record total of £66,000**. Thank you, Shire!' **Judy Smith, Llangollen Round Challenge**



'We have been working with Shire magazine for some while and have found that the breadth of coverage that we obtain and the **length of exposure we have achieved is very helpful** in reinforcing our message to our market, who are reminded that we have been serving our community for over 43 years with quality products and service.' **Barbara Wheatley, Snowdonia Windows**



'We had a good experience promoting Newtown Food Festival with Shire Magazine. It's a nice looking, **quality publication**, with a wide distribution. They were friendly and professional to deal with and also **excellent value for money**, giving coverage in several places in the magazine over two months. Happy customer!' **Sorelle White, Newtown Council**



'Working with Shire Magazine on a series of adverts throughout the year allowed us to **target readers across the region**. The team visited the restaurant to provide a **fantastic review** of their dining experience with us, which worked well to give readers insight into what we offer.' **Ceri Whiteley, The White House**



**White House**

'We were delighted with Shire's help in producing a new look to our advertisements – **they gave our ads a new lease of life** and superbly promoted our products. The professional and personal approach of the sales team made them **a joy to work with** – nothing was too much trouble.' **Carla Huxley, Simon Boyd Ltd**

**SIMON BOYD**

'Once we knew the team behind Shire magazine and understood the vision for the publication we were **eager to be part of it**. The quality of the magazine is equal to those that **attract a £5 price tag**, filled with useful and informative articles, rather than simply packed with adverts. The **adverts are well thought out** and feature neatly against relevant sections or articles within the magazine. In addition, the editorial opportunities often prove equally as valuable as the advertising space, promoting key products and positioning us as experts in our field. **Communication is fantastic** and pro-active, with a real understanding of how a business might benefit from being in each issue. Shire Magazine is definitely **one of the first mediums penned into our advertising schedule** each year!' **Wyn Williams, RN Williams & Sons**



'Shire Magazine is a **very important asset** for Premier Windows and Conservatories. Their team takes the time to understand our business which leads to carefully constructed adverts. **We have greatly benefited from their features** on our installations. We look forward to continued success with Shire Magazine.' **Caroline Chenery, Premier Windows**



'Shire magazine **helps us to reach out** to our audiences across the region with **quality editorial, up-to-date features** and advertorial support. Dan and the team at Shire are great to work with and it's the type of magazine you want to pick up and delve into to find out what's on.' **Ben Walker, The Ironbridge Gorge Museum Trust**



'When I came across the Shire magazine I **knew immediately that this was THE place to be seen**. We were looking for a magazine that not only covered a wide area but moreover was informative and full of interesting articles on subjects that would appeal to people of all ages and lifestyle.' **Ann Wynne, Wynnes Countrystore**



'I have found working with the team at Shire very straightforward. They send reminders of advertising deadlines in good time and **makes the whole process very easy**. On a personal level I always enjoy flicking through the magazine which inspires me to explore our locality and beyond.' **Sarah Stanbridge, Welshpool & Llanfair Light Railway**



'We recently created a new street market and new events in Oswestry which have **gone from strength to strength with the help of the Shire Magazine**, which in turn has helped promote all our fantastic markets to a much wider audience.' **David Clough, Oswestry Town Council**



**OSWESTRY TOWN**