

This price per reader comparison shows that magazines with lower circulation can offer cheaper advertising space, but do not represent good value for money.

Lower circulation titles have a much higher cost per reader – up to FIVE TIMES higher than Shire.

	1/4 page price	Price per 1,000 copies	1/2 page	Price per 1,000 copies	Full page	Price per 1,000 copies
SHIRE Magazine 45,000 copies	£195*	£4.30 £2.15 per month	£385*	£8.55 £4.28 per month	£650*	£14.44 £7.22 per month
Other magazines	Smaller titles are actually much more expensive per reader for all advert sizes. Shire Magazine is also bimonthly, spreading the cost over two months.					
5,000 copies	£100	£20 per month	£200	£40 per month	£400	£80 per month
10,000 copies	£200	£20 per month	£400	£40 per month	£800	£80 per month

* reduced series price – see Prices and Sizes sheet.

Online Issue

The online issues of Shire Magazine are available at all times on our website free for all to read, and on publication each issue is shared with all subscribers and through our social media channels. 5-10% of our readers access Shire Magazine this way, we have approximately 10,000 impressions per issue published.

We have a new service for advertisers. Adverts included in the online edition can now have live links from their advertising and editorial to their own website. With one click from Shire, readers will reach your site or can email you directly.

Prices to be included in the Live Links online edition;

- Full Page - £25
- Half Page - £15
- Quarter Page - £10



A customer says: 'Shire magazine has stands in every major outlet with hundreds of copies picked up each week, rather than a couple of copies hiding at the back of a newsagent's shelf.'