

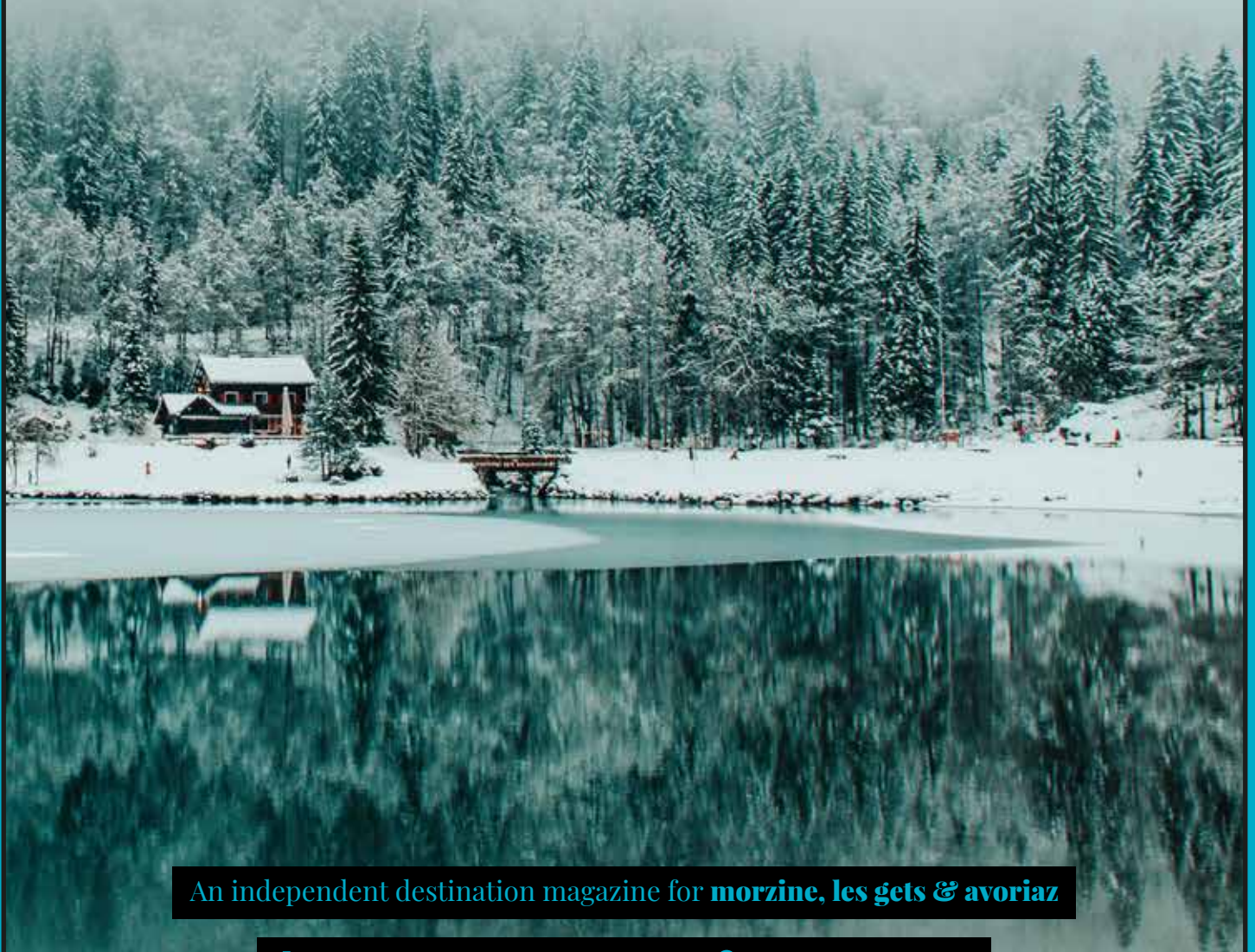
ISSUE 16 - WINTER '21

media pack



source
MAGAZINE

MORZINE, LES GETS & AVORIAZ



An independent destination magazine for **morzine, les gets & avoriaz**

 @SADIE ALDRIDGE - SADIEALDRIDGEPHOTOGRAPHY.COM |  @SADIEALDRIDGE.PHOTOGRAPHY

media pack / winter '21

PUBLISHED AT THE BEGINNING OF DECEMBER 2020 / FREE TO PICK UP / OVER 150 DISTRIBUTION POINTS
LOCAL NEWS, INFORMATION AND EVENTS / HIGH PROFILE INTERVIEWS / EXPERT KIT RECOMMENDATIONS
LOCAL CONTRIBUTORS / TWO ISSUES PER YEAR / HUGE SOCIAL MEDIA FOLLOWING
COMPETITIONS / PRINTED ON RECYCLED PAPER



 /MORZINESOURCEMAGAZINE

 /MORZINESOURCEMAGAZINE

 @MORZINESOURCE

Why advertise in Morzine Source Magazine?



FREE
SEASONAL
MAGAZINE

- ⚡ ESTIMATED READERSHIP – 30,000+ PER ISSUE
- ⚡ PUBLISHED INDEPENDENTLY
- ⚡ A4, HIGH-IMPACT ORIENTATION
- ⚡ PROFESSIONALLY DESIGNED WITH A FRESH STYLE FOR WINTER '20
- ⚡ ALSO AVAILABLE FROM CAFES, BARS, RESTAURANTS, HOTELS, CHALETs, SPAS AND MORE
- ⚡ GROWING LIST OF UK POSTAL SUBSCRIBERS

WE'RE AN ENTIRELY INDEPENDENT MAGAZINE RUN BY A SMALL TEAM WHO LIVE YEAR-ROUND IN OUR VALLEY. WE HAVE OUR FINGERS ON THE PULSE AND OUR EARS TO THE GROUND, ENSURING THAT WE'RE FIRST TO PUBLISH ACCURATE, IMPORTANT INFORMATION THROUGH OUR VARIOUS CHANNELS



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Join Us

We're more than just a magazine. If the last eight years have taught me anything, it's that destination marketing requires a multi-channel approach. Our Winter '21 magazine will be our 16th issue and we're proud to be fiercely independent, immensely passionate about Morzine, Les Gets and Avoriaz and well-supported by the local business community.

Morzine Source Magazine provides small, independent businesses (just like our own!) with a stream of channels on which to promote themselves. Our advertising rates remain both affordable and effective and I'm delighted that we're in a position to maintain our prices for this coming winter season.

COVID-19 stopped play towards the end of the Winter 2020 season, and I know many of us have a lot of ground to make up when it comes to marketing our businesses and filling up those seats, beds, restaurant tables, ski

lessons and more this winter. Joining forces with Morzine Source Magazine gives you access to our huge social media following and our huge email database ahead of the winter season. We'll work with you to showcase your brand and your business to ensure Morzine, Les Gets and Avoriaz are at the top of the list when UK holiday makers are ready to book their Winter '21 break.

Whether you're a regular advertiser, or your considering partnering with us for the first time, our commitment to you remains the same; to promote the very best our valley has to offer, and your business along the way.

Do get in touch if you'd like to know more!

Amie Henderson

PUBLISHER

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MORZINE SOURCE MAGAZINE IS PRODUCED BY ORIGAMI MEDIA LTD, A FULL SERVICE MARKETING AND COMMUNICATIONS AGENCY SPECIALISING IN BRANDING, MARKETING STRATEGY, SOCIAL MEDIA COACHING AND DIGITAL COMMUNICATIONS.



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What our advertisers have to say

“We advertise because we want to help support a valuable local information source continue to thrive. Being seen as active members of the community is important to us. Source readers are already warm to Morzine and attracting them to AliKats is much easier than advertising in the Metro!”



AL JUDGE – ALIKATS MOUNTAIN HOLIDAYS

“We have consistently advertised with Source over the last few years. They are one of the very few print advertisers we work with. This is because they combine a relevant digital social media strategy with the magazine and that works well for us. When the renewal comes through the only thing we consider is if we should up size the ad. Not whether or not we should renew!”



GARETH JEFFERIES – ALPINE-PROPERTY.COM

“We like Source Magazine as it’s a great local platform, well produced and well distributed in the local area”



HELEN WATTS – ALPINE FRENCH SCHOOL

“We choose Morzine Source Magazine due to it being an honest and great product. They don’t try to oversell us advertising that we don’t need, they don’t over charge us and you get great coverage over 3 different platforms (Magazine, Website and Social Media) for a great price. What more could you ask for! Hence we choose them for our advertising year on year.”



SALLY LEE-DUFFY – THE SNOW INSTITUTE









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How to work with Morzine Source Magazine

Being an independent magazine means that we can work with you to prepare an advertising campaign to suit your business and budget. Here's some ideas to compliment your advertising investment.

-  **ADVERT DESIGN** – WE'LL WORK WITH YOU TO CREATE HIGH-IMPACT ARTWORK TO SHOWCASE YOUR BUSINESS
-  **SOCIAL MEDIA SUPPORT** – WE'LL LOOK OUT FOR AND SHARE YOUR SOCIAL POSTS, GIVING YOU EXPOSURE TO OUR HUGE DIGITAL AUDIENCE
-  **EDITORIAL** – IF THERE'S SOMETHING ENTIRELY UNIQUE AND INTERESTING ABOUT YOUR BUSINESS, LET'S DISCUSS SOME EDITORIAL ANGLES
-  **WEBSITE ADVERTISING** – AVAILABLE EXCLUSIVELY TO MAGAZINE ADVERTISERS, WE'LL ALLOCATE YOU A PREMIUM SPOT IN OUR ONLINE BUSINESS DIRECTORY
-  **COMPETITIONS** – OUR WEEKLY BIG SOURCE GIVEAWAYS ARE A HIGHLY EFFECTIVE WAY TO PROMOTE YOUR PRODUCTS TO OUR SOCIAL AUDIENCE
-  **EVENTS** – WE'LL INCLUDE YOUR EVENTS IN OUR WEEKLY DIGITAL MAILER TO 16,500+ SELF-SUBSCRIBED EMAIL ADDRESSES

Advertising Rates

ADVERT DIMENSIONS	PRICE	DESIGN COST
 1/4 PAGE 90.75 X 127.5 MM	€385	€70
 1/2 PAGE 90.75 X 262.5 MM	€600	€70
 FULL PAGE 210 X 297 MM	€975	FREE
 DOUBLE PAGE 420 X 297 MM +3MM BLEED ON ALL SIDES	€1750	FREE
 INSIDE FRONT COVER 210 X 297 MM +3MM BLEED ON ALL SIDES	BOOKED	FREE
 PAGE 3 210 X 297 MM +3MM BLEED ON ALL SIDES	BOOKED	FREE
 INSIDE BACK COVER 210 X 297 MM +3MM BLEED ON ALL SIDES	€1900	FREE
 BACK COVER 210 X 297 MM +3MM BLEED ON ALL SIDES	BOOKED	FREE
ACCOMMODATION LISTING	€150	-

⚡ DESIGN – OUR DESIGN TEAM CAN PRODUCE YOUR ADVERT ARTWORK FOR YOU FOR €70 PER ADVERT. WHEN YOU BOOK A FULL PAGE ADVERT, WE INCLUDE ADVERT DESIGN FREE OF CHARGE

⚡ MONDAY 12TH OCTOBER – IF WE'RE DESIGNING YOUR ADVERT, WE'LL NEED YOUR LOGO, IMAGES AND ADVERT TEXT BEFORE THIS DATE.

⚡ MONDAY 2ND NOVEMBER – IF YOU'RE DESIGNING YOUR OWN ADVERT, WE'LL NEED YOUR PRINT-READY DESIGN FILE BY THIS DATE.

⚡ SPECIFICATIONS – ALL SUPPLIED ARTWORK SHOULD ARRIVE AS A PRINT READY PDF, 300DPI MINIMUM. FULL PAGE AND DOUBLE PAGE ADVERTS REQUIRE 3MM BLEED APPLIED TO ALL EDGES.

⚡ ACCOMMODATION LISTINGS – YOU'LL BE REQUIRED TO SUBMIT YOUR 60 WORD PROPERTY DESCRIPTION AND A HIGH RESOLUTION PROPERTY IMAGE BEFORE MONDAY 2ND NOVEMBER.