



www.hastingsindependentpress.co.uk
Hastings Independent Press CIC
57 Linton Road Hastings TN34 1TN

About The Hastings Independent

The Voice of Hastings and St Leonards on Sea

Now celebrating its tenth year, the Hastings Independent is a free, fortnightly print newspaper written by the community, for the community and published by Hastings Independent Press (HIP) a hard working and passionate group of volunteers. In addition to news and extensive local listings in the form of The HIP List (pg. 4) it has regular health, environment, business, food, sport and art sections, all reflecting the town's unique personality.

HIP has a successful social media presence on Instagram and Facebook as well as its own website with a PDF version of the paper and over 15,000 readers.

The paper is distributed from around 140 local outlets such as supermarkets, newsagents, petrol stations, hotels, bars, coffee shops, retailers, restaurants, health centres and event venues throughout Hastings & St Leonards and the surrounding area. Please let us know if you'd like to become one of our vital distribution points.

As a volunteer-run newspaper, HIP can offer competitive advertising rates and provide a cost-effective way to market goods, services and events to our loyal readership.

Current Readership

Estimated at over 15,000 aged sixteen and upwards, with a particular interest in arts, culture, community and environmental participation.

Current Format

Print newspaper, website, email newsletter, online PDF and social media

Frequency

Newspaper: Fortnightly
Newsletter: Weekly

Coverage

Hastings, St Leonards on Sea and the surrounding area; 7,000 printed copies of each issue.



HIP can adapt to suit your advertising needs, whether you're a small or large business, running a class or a charity project, we can find a way to give you a boost and help to benefit the community we are all a part of. Read on or get in touch to find out more.

Please contact

Owen Prachar, Sales Director:




advertising@HastingsIndependentPress.co.uk 01424 559085

Advertising Specifications for the Hastings Independent

<div> <div>Inside Full Page</div> <div> <div>£340</div> <div>H325mm x W264mm</div> </div> </div>	<div> <div>Back Cover</div> <div> <div>£450</div> <div>H325mm x W264mm</div> </div> </div>	<div> <div>Cover Banner</div> <div> <div>£220</div> <div>H50mm x W264mm</div> </div> </div>	<div> <div>Section Sponsorship Package</div> <ul style="list-style-type: none"> Internal Banner at top of agreed section Monthly social media posts with link to your business page (Facebook and Instagram) 600 words (half page) of advertorial (marked as sponsored post) focusing on your project and high res images to accompany the feature once a month </div> <div> <div>Social Media Add-Ons</div> <p>Back cover and Section Sponsors get a free ad on our social media, others available upon request. See pg. 5 for more details.</p> </div>	
<div> <div>1/2 Pg. Horizontal</div> <div> <div>£220</div> <div>H160mm x W264mm</div> </div> </div>	<div> <div>1/2 Pg. Vertical</div> <div> <div>£195</div> <div>H290mm x W102mm</div> </div> </div>	<div> <div>1/4 Pg. Horizontal</div> <div> <div>£95</div> <div>H102mm x W160mm</div> </div> </div>	<div> <div>1/4 Pg. Vertical</div> <div> <div>£95</div> <div>H160mm x W102mm</div> </div> </div>	<div> <div>Inside Banner</div> <div> <div>£175</div> <div>H50mm x W264mm</div> </div> </div>

AD SPECS: 300-450 dpi resolution PDF preferred formats | Artwork can be created in-house on request at additional cost

Advertising Specifications for The HIP List

HIP List Sponsor	Back Cover	Column Ads
 <p>£220</p>	 <p>£395</p>	 <p>£45</p> <p>£45</p> <p>£45</p>
H50mm x W264mm	H325mm x W264mm	H100mm x W50mm

HIP List Sponsorship

The HIP List is fast becoming a comprehensive directory of what's happening in Hastings and the surrounding area.

As a HIP List Sponsor you will have a prominent "sponsored by" banner at the top front of the HIP List, reminding the reader what an integral part of the community you are. Please remember to include your square social media ad so we can share it online.

HIP List Back Cover

The HIP List is a standalone pull-out with two weeks of coffee table time, as such the back cover is great exposure and includes a free social media post.

Highlighted and Expanded Listings


It is and always will be **FREE** to place your class, event or show in the HIP List. Sometimes, however, you may wish to stand out.

Highlighted listing - £25 for two issues and £10 for each consecutive issue - *text only*, the listing is boxed to draw the readers eye, an effective and economical choice.

Expanded listing - £35 for two issues and £15 for each consecutive issue - *text only*, the listing is boxed and a paragraph of text up to 50 words is added to give the reader a little more insight about the event.


Column ad- £45 with a discount for repeat publications - Graphic of your choice within the column of the appropriate section. Replaces text listing for that publication.

Highlighted Listing



£25 for 2 issues
£10 thereafter

Expanded Listing



£35 for 2 issues
£15 thereafter

Up to 50 additional words

AD SPECS: 300-450 dpi resolution PDF preferred formats | Artwork can be created in-house on request at additional cost

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Supplements and Digital Advertising

Supplements

The Hastings Independent has produced supplements for many organisations including The University of Sussex, A Town Reads a Book, Hastings Commons and St Michael's Hospice.

We can offer a variety of supplement types to suit your needs and budget including double page spreads, four-page pull-outs, or multiples thereof, and multi-page stapled inserts which can be printed on a higher grade of paper. All of our supplements are printed and distributed with the Hastings Independent.

Supplements are a great way to take a deep dive into your story, from charity or community projects, to sharing the motivations and operational details of your local business, exciting event or proposed scheme.

HIP has a dedicated supplements editor who, along with our designer, can work with you, the client, to produce content for a bespoke edition, or integrate your own finished product into the publication.

Please contact our Sales Director if you'd like to find out more.

Digital Advertising

Whether you'd like to sponsor our website for a week or post an advert in our weekly email newsletter, to nearly a thousand subscribers, we can get your message to our ever-growing online readership. Please get in touch for more details.

When it comes to social media we try to post as many good causes and interesting local events as we can for free, but if you'd like to be assured of your spot on our feed you can pay for a post and even boost it to reach a larger audience.

Whether you want to provide a full layout for us to print or need some help along the way we have the experience and expertise to get your message out in a way that suits you.

We will provide a personal liason in the form of the HIP Supplements Editor who can answer any questions and guide you through the process.

Social Media Presence

Our dedicated Social Media Editorial team is constantly working to improve our online reach and our positive interactions with the local community.

At the end of 2023 we had a reach of 6.2 thousand users on Facebook and 3.1 thousand on Instagram and this following is growing all the time.



The HIP Calender 2024

Issue No.	Copy Deadline	Print Deadline	Publication Date
242	29-Dec	01-Jan	05-Jan
243	12-Jan	15-Jan	19-Jan
244	26-Jan	29-Jan	02-Feb
245	09-Feb	12-Feb	16-Feb
246	23-Feb	26-Feb	01-Mar
247	08-Mar	11-Mar	15-Mar
248	22-Mar	25-Mar	29-Mar
249	05-Apr	08-Apr	12-Apr
250	19-Apr	22-Apr	26-Apr
251	03-May	06-May	10-May
252	17-May	20-May	24-May
253	31-May	03-Jun	07-Jun
254	14-Jun	17-Jun	21-Jun

Issue No.	Copy Deadline	Print Deadline	Publication Date
256	28-Jun	01-Jul	05-Jul
257	12-Jul	15-Jul	19-Jul
258	26-Jul	29-Jul	02-Aug
259	09-Aug	12-Aug	16-Aug
260	23-Aug	26-Aug	30-Aug
261	06-Sep	09-Sep	13-Sep
262	20-Sep	23-Sep	27-Sep
263	04-Oct	07-Oct	11-Oct
264	18-Oct	21-Oct	25-Oct
265	01-Nov	04-Nov	08-Nov
266	15-Nov	18-Nov	22-Nov
267	29-Nov	02-Dec	06-Dec
268	13-Dec	16-Dec	20-Dec

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