



2026 MEDIA KIT

**Hastings
Independent**
THE **FREE** & INDEPENDENT VOICE FOR HASTINGS

PRINT | ONLINE | SOCIAL

HASTINGS INDEPENDENT

Hastings Independent (affectionately known as **HIP**) first started in 2015 to provide a true independent voice for the things that matter to residents of Hastings & St. Leonards on Sea. For over 12 years the paper has been for many the sole source of news, information and events and is loyally supported by residents of the area old and new.

HIP is not just our paper, it's for everyone and our ethos is to provide a platform that caters for all. From serious issues to the fun stuff, we cover it all responsibly and ethically.



**HASTINGS
INDEPENDENT
MEDIA KIT
2026**

WHY ADVERTISE WITH HIP?

7500 CIRCULATION
PER FORTNIGHT

£0 FREE FOR
EVERYONE

170+ PICK-UP
LOCATIONS

30 JOURNALISTS &
CONTRIBUTORS

35K+ ONLINE VISITS
PER MONTH

12 YEARS OF INDEPENDENT
JOURNALISM

DISTRIBUTION

OVER 170 PICK
UP POINTS IN
THE AREA

**SUPERMARKETS, PUBS, BARS, RETAILERS, THEATRES, GALLERIES,
RESTAURANTS & MANY MORE LOCATIONS ACROSS THE HASTINGS AREA**



WHAT YOU GET WITH HIP

With HIP you'll get a huge boost in getting your message or offering out to the largest readership in the area.

Print media might have been on the decline for many publications, but for us it's been the opposite. We provide real news and the things that matter to our readers' and copies of the paper fly off the shelves throughout each editions life.

For advertisers we provide a platform that has our readers full attention, When they are reading the paper there are no other distractions. Your ad is seen by all who read it. We also provide free QR codes to help with tracking if required.

WHAT OUR READERS SUPPORT

**PRODUCTS
SERVICES
INITIATIVES
CHARITIES
EVENTS
RETAIL
BARS | PUBS
THEATRE
FESTIVALS
THE ARTS
TRADES
& SO MUCH MORE!**

WHAT MAKES US SO HIP?

WHO READS THE PAPER?

HIP has always enjoyed a diverse audience; it's what makes us unique.

Our readers are a mix of lifelong locals and the new wave of AB1 arrivals from London and Brighton who call Hastings and St. Leonards on Sea their home.

HIP also has many retired readers and, thanks to the HIP List; a younger socially active demographic who are keen to participate in local events. Many readers support the paper by becoming 'Friends of HIP', donating each month to ensure that our community paper - principally supported by advertising revenue - is funded and remains free of charge.

Published for over 12 years, without Hastings Independent the town would lack a vital independent platform for news and discussion.

HIP is written by and for the community and almost everyone involved in its production is an unpaid volunteer. Our readers care about the paper and are big supporters of the businesses that are seen in the newspaper.

For advertisers there is no better platform to engage with the local & wider 1066 area.

**Hastings
Independent**

ARE

READERS

**PROFESSIONALS
BUSINESS OWNERS
CREATIVES
RETIREES
TOURISTS
SHOPPERS
ARTISTS
VOLUNTEERS
MUSICIANS
PARENTS
STUDENTS**

OUR READERS

ADVERTISING IN HIP

Looking to make an impact with our audience? Hastings Independent has a range of options to suit all budgets.

Our readers support businesses that advertise in the paper as they know that it helps keep it free and independent and community focussed. Become a part of the story and see the benefits of reaching our audience.



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COVER POSITIONS

**BACK PAGE
£525**

H 325MM X W 264MM

**COVER BANNER
£300**

H 50MM X W 264MM

**COVER TEASER
£120**

H 44MM X W 51MM

EDITORIAL DISPLAY

All cover and display adverts include the same advert in the digital edition

**FULL PAGE
£425**

H 325MM X W 264MM

**HALF PAGE
£250**

H 160MM X W 264MM

**HALF PAGE V
£250**

H 290MM X W 102MM

**QTR PAGE
£130**

H 160MM X W 102MM

**QTR PAGE H
£130**

H 102MM X W 160MM

**INSIDE BANNER
£220**

H 50MM X W 264MM

All ads must be sent by the issue deadline to advertising@hastingsindependentpress.co.uk

ADVERTISING

DISPLAY AD SPECS

**300-450 DPI
CMYK COLOUR
PDF FORMAT
PREFERRED**

Advert design service
available at additional cost.
Contact us to find out more.

Recognised agency discount 10%
Discounts on series bookings available

THE HIP LIST

The HIP List is the guide to all the events, shows, film viewings, festivals, clubs and community activities that are happening in Hastings & St. Leonards during the two weeks that the edition is out for. Text-only ads are free for everyone - however, we have prime positions available for display advertisers and enhanced ads for those looking to garner more attention.



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HIP LIST DISPLAY

**BACK PAGE
£475**

H 325MM X W 264MM

**COVER BANNER
£240**

H 50MM X W 264MM

**COLUMN
£60**

H 100MM X W 50MM

All ads must be sent by the issue deadline to advertising@hastingsindependentpress.co.uk

HIP LIST SPONSORSHIP

Get your business branded across the whole of the eight-page HIP List and be centre stage for all our readers who are looking to see what's on in Hastings & St. Leonards on Sea. Sponsoring the HIP List is the ultimate way of raising your business' profile. This package comes with a prominent front page 'Sponsored By' logo under the HIP List title and branding throughout the listings.

The HIP List Sponsorship package require a minimum commitment from sponsors of six months (13 issues) and also comes with a host of other benefits.

Please contact us directly to discuss the opportunity.

SECTION SPONSORS

THE ARTS | SPORT | FOOD | MUSIC & MORE!

Apart from news and community that always has to be independent we have a number of sections that can sponsored.

These are ideal for any business that wants to raise awareness or uplift their brand.

At a minimum it includes a logo on every page of the section but tailored packages are available. Minimum sponsorship period is three months or nine editions.

Want to sponsor? Get in touch with us at advertising@hastingsindependentpress.co.uk

£POA
**CALL TO
DISCUSS**

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THE HIP LIST

CREATIVE SOLUTIONS

Being in print we have the flexibility and freedom to offer bespoke ad formats that digital can't offer.

If you have an idea that you want to explore then call or email us. We will be more than happy to assist you in creating something that truly captures our readers attention.

Solutions include page wraps, cover takeovers, belly wraps and so much more. Call today to discuss your needs!

£POA
CALL TO DISCUSS

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INSERTS

USE OUR DISTRIBUTION TO REACH A DIVERSE LOCAL AUDIENCE

Utilise our 7500 circulation to your advantage with Inserts and get your printed message seen and read by our readers.

Inserts are a cost-effective way to make a big impact more so than alternative ways such as mail drops where only the postcode is known.

It's perfect for special promotions, menus, fundraising, retailers and so much more. We can offer a maximum of three inserts per edition so space is limited on a first come first serve basis.

**FROM
£60 CPM***
CALL TO DISCUSS

SUPPLEMENTS

HIP has run a number of supplements for advertisers over the last 12 years that have been included in the main paper for education providers, charities and businesses. We can design your content in the house style or you can provide the design yourself. We can also print additional copies for your own marketing needs. Please call or email us to discuss your requirements and we can advise on pricing depending on how many pages it will be.

ADVERTORIALS (PRINT ONLY)

Advertorials are available please call to discuss. Prices starts from £160.

SPONSORED SOCIAL POSTS

Social Media posts on our Facebook & Instagram page are available. Call to discuss the options and pricing.

DIGITAL DISPLAY

Standard IAB formats are available for residencies or on a £CPM basis.

Sizes/Formats available (call for specs):

- 728x90 (Desktop Only)
- 300x250 (Mobile & Desktop)
- 300x600 (Mobile & Desktop)

CREATIVE & BESPOKE OPTIONS

CONTACT US

IAN LYDON-JAMES
SALES DIRECTOR

TEL: 07805 543110

ISSUE AD DEADLINE PUBLISHED

293	09/01/26	16/01/26
294	23/01/26	30/01/26
295	06/02/25	13/02/25
296	20/02/25	27/02/25
297	06/03/25	13/03/25
298	20/03/25	27/03/25
299	03/04/25	10/04/25
300	17/04/25	24/04/25
301	01/05/25	08/05/25
302	15/05/25	22/05/25
303	29/05/25	05/06/25
304	12/06/25	19/06/25
305	26/06/25	03/07/25
306	10/07/25	17/07/25
307	24/07/25	31/08/25
308	07/08/25	14/08/25
309	21/08/25	28/08/25
310	04/09/25	11/09/25
311	18/09/25	25/09/25
312	02/10/25	09/10/25
313	16/10/25	23/10/25
314	30/10/25	06/11/25
315	13/11/25	20/11/25
316	27/11/25	04/12/25
317	11/12/25	18/12/25

2026 PRINT & AD SCHEDULE