

is a writer, journalist, political activist  
spoken environmentalist with a weekly column  
Guardian. His most recent book, *Feral: Searching  
nt on the Frontiers of Rewilding*, is a call to  
wild' our damaged ecosystems, to stop contain-  
trating nature, and a look towards a new, more  
environmentalism. We spoke ahead of his talk in  
oril as part of the Festival of Debate.

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# NOW THEN MAGAZINE



## NOW THEN

ROBERT PROCH | BRADLEY GARRETT | GRAVENHURST  
A MAGAZINE FOR SHEFFIELD | ISSUE 81 | FREE

### How did you get started as an artist?

Like most artists will tell you, I've been drawing for as long as I can remember. However, I think one of the major inspirations to me as a child were the satirical cartoons in the newspapers my father read. The way a cartoonist could undermine and ridicule politicians so cleverly really showed me how powerful art could be.

### Is printing an important part of the process for you? Do you design with printing in mind?

Yes, very much so. I first started screen printing in my final

## "ART AND SCIENCE INSTITUTIONS NEED TO WORK TOGETHER"

year at university and quickly fell in love with the craft, although it does quickly change from love to hate when a print isn't going right. For me it starts from the initial sketches all the way to the final result. There are a surprising amount of variables to consider throughout the process to ensure an accurate, crisp print, but, like anything, it's trial and error mostly.

### Your style is quite precise, almost mathematical or architectural. Do you have that kind of background? Does it take a while to line up all the elements of a piece to the point that you're happy with it?

Actually I'm terrible at maths and was throughout school. It wasn't until a few years ago I started reading bits about physics, mathematical theory, geometry. This really made me want to explore these ideas. The work I produce around these subjects are representations of others' discoveries and thoughts. I definitely think art and science institutions need to work together more. In answer to your other question, composition is one of the most important things to me when creating a piece. I've studied graphic design, which has influenced how I think about how my work is structured.

### What themes and topics do you like to work with?

I like to work with

researching with my camera, odd circular things, charity shops, bedroom/study. **How has your work changed over the years?** I used to have a studio, I studied fine art at

experimenting and pushing analogue photography and combining these experiments to make the 'style' to experiment more with digital photo etching.

**Have you got any exhibitions planned for the future?** Not at the moment, as I've got other things on the go, but I'll definitely be exhibiting. **Good advice you wish you were given?** Make mistakes! By that I mean don't be afraid to try things out. Don't be afraid of our education system, it's not as bad as you think. Don't be afraid of our heads, they're not as empty as you think.



# NOW THEN MAGAZINE

## What is Now Then?

**Now Then** is a free magazine distributed all over Sheffield and the Peak District, lovingly produced by Opus Independents.

Now Then is a **full-colour, content-led magazine** featuring articles and interviews on local and national politics, culture, independent trade, art, music, film, poetry and satire and it's read by around 30,000 people each month.

## Who do we serve?

**We work exclusively with local traders, community groups, local government and charities, creating and sustaining strong networks and shared ideologies of independent trading.** Now Then encourages readers to keep their money in the local economy, for the local economy, so we don't fill our pages to the brim with adverts from major brands or transnational corporations.

Now Then is read by  
30,000 people each  
month

The magazine makes a concerted effort to encourage freedom of speech and action amongst its readers. **We attribute a maximum of a third of the magazine's pages to advertising**, as opposed to the saturated 75% of many other free magazines, ensuring that your business stands out.

We believe, as do our readers, that this adds integrity and value to the content of the magazine and to Now Then as a trusted brand in itself.

## How do we print?

We are committed to the highest standard of print quality and paper stock. Each issue of Now Then stands out from its competitors, adding value and pleasure to the experience of reading, but also to the adverts in the magazine. The production quality of Now Then leads readers to follow it on a monthly basis and ensures that past issues are collected, treasured and revisited.



## CUBANA



Now Then is a great magazine which is strongly supportive of independent venues in the city. It's also different from any other magazine in Sheffield and its quirkiness is appealing to readers and traders alike. Now Then as a consequence is held in high regard by the local community, which means that it's a perfect publication to reach our target market.

**Adrian Bagnoli - Owner, Cubana Tapas Bar & Restaurant**

### Why use print when you have free social media?

With the rise of digital and social marketing, it can be difficult to see how print fits into your marketing mix. **The power of print advertising is that it's trusted** and, when combined with high-quality design and a respected publication, it really stands out.

Print advertising is not fleeting. It presents a consistent and enduring image of your business, meaning that the messages conveyed stay with your customers.

Social media is a fantastic way of engaging with your customers, and Now Then is very active on Facebook, Twitter and Instagram, with a combined follower count of over 20,000. But for consumers to remember a message they need to see it seven times. Recent research by NHS marketing shows that messages need to be seen through a variety of mediums to be most successful. **A mix of marketing mediums, including social media and print advertising, is the key to successfully conveying your message, and this is what we offer.**

Advertising in Now Then is a fantastic long-term branding exercise, with many people keeping hold of past issues for years. As a business, you will be associated with a magazine which only supports independent traders, community groups and charities, and one which cares deeply about the community we live in.

### ABBEYDALE BREWERY . . . . .



We are a like-minded company and share some similar community values [...] Not only are you buying advertising with Now Then Magazine, but they work with us on many fun, content-generating projects, from collaborating on special one-off beers to videos to access to the Now Then Discounts App [...] The marketing spend with Opus is also quantifiable, so you know where your budget is being spent due to the analytics and feedback data they can provide.

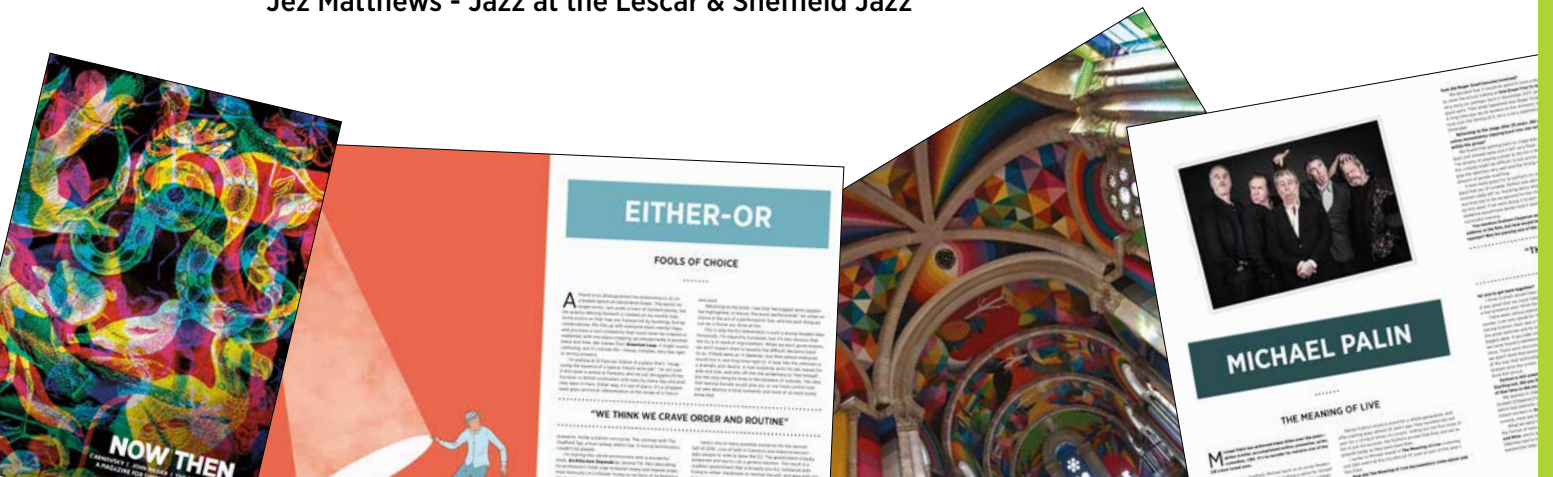
**Dan Baxter - Abbeydale Brewery**

### SHEFFIELD JAZZ . . . . .



Now Then offers a unique perspective on and is an integral part of Sheffield's independent/DIY culture. Their engagement and support of independent shops, cafes, bars, music, writing and the arts helps to ensure that the conversation happens. As a promoter of non-mainstream music nights, I have truly valued the opportunity to advertise in a publication that I know will reach a broad, creative and engaged demographic [...] Long may Now Then continue to enliven the Sheffield cultural scene.

**Jez Matthews - Jazz at the Lescar & Sheffield Jazz**



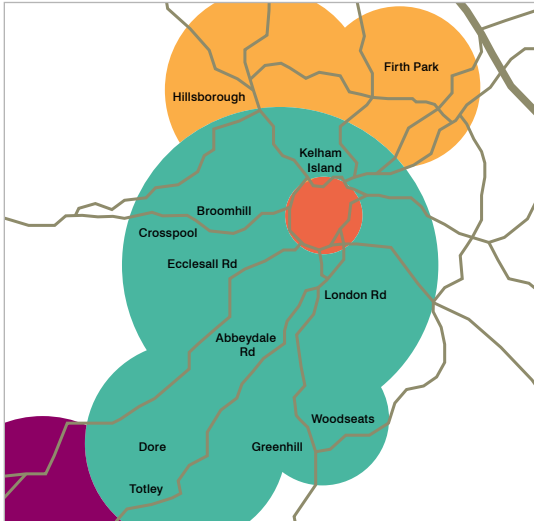
**Where can you find it?**

Now Then is available to pick up for free throughout Sheffield, with around 350 pickup locations in the city centre alone and a further 750 in outer lying areas. From Totley to Burngreave, Bakewell to Broomhill, Sharrow Vale to Hillsborough, you'll find a copy of Now Then in all the major Sheffield 'villages', with an increasing number of pick-up spots each month as more and more businesses and community organisations ask to be added to our distribution list.

Uniquely, we also distribute to pivotal hubs within the Peak District and North Derbyshire, including Bakewell and Buxton. **Now Then can be found in local shops, bars, restaurants, doctors, dentists, hairdressers, libraries, tourist information centres, hotels, cinemas, cafes, takeaways, museums, theatres, and universities, as well as online each month.**

Now Then is the most widely distributed magazine in Sheffield. We average three distribution 'runs' of the magazine per month, ensuring that key hotspots are always well stocked.

Now Then is the most widely distributed magazine in the city, with **over 1,000 pickup locations.**



**City Centre**

**Over 350 public locations inside the Sheffield ring road.**

All key areas and streets, including Glossop Rd, West St, Division St, The Moor, Tudor Square and environs, Campo Lane, Leopold Square, The Wicker and Kelham Island.

**Out of Town**

**Locations outside the ring road but within the city limits.**

Ecclesall Rd and all offshoots, London Rd, Chesterfield Rd, Woodseats, Nether Edge, Abbeydale Road, Heeley, Millhouses, Totley, Greenhill, Dore, Fulwood, Broomhill, Crookes, Crookesmoor, Walkley, Crosspool, Fir Vale, Firth Park, Shire Green, Parson Cross, Pitsmoor, Burngreave and Hillsborough.

**North Sheffield**

Fir Vale, Firth Park, Shire Green, Parson Cross, Pitsmoor, Burngreave and Hillsborough.

**North Derbyshire**

Hathersage, Hope, Castleton, Bakewell, Ashford-in-the-Water, Monsal Head, Litton and Tideswell.

**PORTER BROOK DELI . . . . .**



We love Now Then magazine and it has a very loyal following within our customers. We sell quality cheese and deli products from small scale, independent producers and we think this sits well with the ethos of the magazine. James is also a very nice man who helps to produce the advertisement that you need.

**Nick Peck - Porter Brook Deli**

## Benefits and features of advertising in Now Then

### BENEFITS

- Supporting Sheffield independent trade
- Distributed to over 1,000 locations around Sheffield and the Peak District
- Support citizen journalism, debate & freedom of expression in Sheffield
- Contribute to the arts and creative expression in Sheffield
- 84% of our readers say that Now Then made them more likely to spend money with local independent traders.
- Probably the highest pick up rate of any free magazine in Sheffield (90-95%)
- Reach 30,000 readers across Sheffield and the surrounding areas
- Free equivalent advert online
- Receive 4,000 hits online per month
- Work exclusively with local independent traders, charities, local government and community groups
- Only a third of our magazine attributed to advertising to ensure you stand out
- Free placement feature on our back cover

### FEATURES

- Sheffield's only content-led magazine
- An original front cover design each month, both in print and online
- A different featured artist every month, from cover to cover
- **Citizen journalism** - written by the people, for the people
- **Favourites** - your opportunity to be our featured monthly business
- **Localcheck** - regular features on local politics and community issues
- **Food** - a look at food and food culture, in Sheffield and further afield
- **Music** - eclectic, relevant, contemporary music section, including exclusive interviews and reviews
- **Filmreel** - film reviews and analysis
- **Wordlife** - original poetry and creative writing
- Regular social and political commentaries, satire and interviews

Visit [nowthenmagazine.com](http://nowthenmagazine.com) to view this month's issue and back issues.

## HARLEY LIVE . . . . .



As an independent business working in culture and the arts, we've found Now Then to be the perfect organisation to help us spread the word about our events. With a readership which is highly engaged and a consistently impressive range of editorial and featured artists, it's a pleasure to work with the Now Then team.

**Kate Hewett - Harley Live & Outlines Festival, Marketing and Programming Director**

### Contact Us

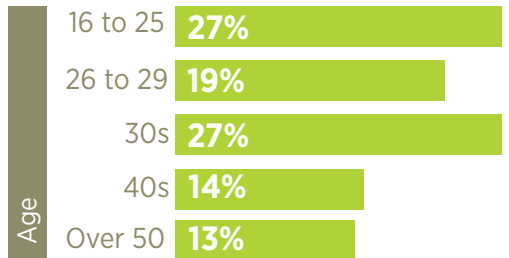
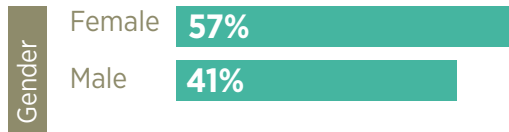
**James Lock**

[james@opusindependents.com](mailto:james@opusindependents.com)

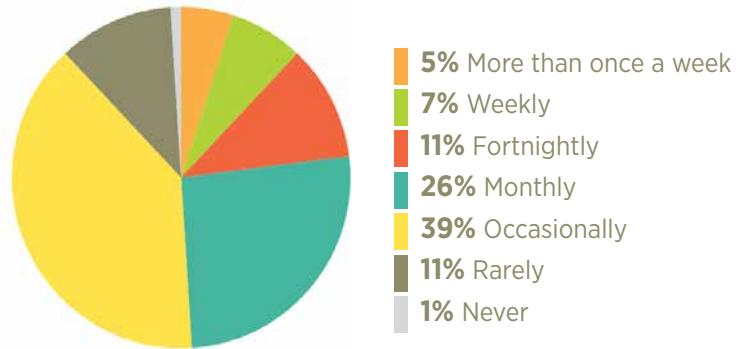
### Visit [nowthenmagazine.com](http://nowthenmagazine.com)

to view this month's issue and complete back issues.

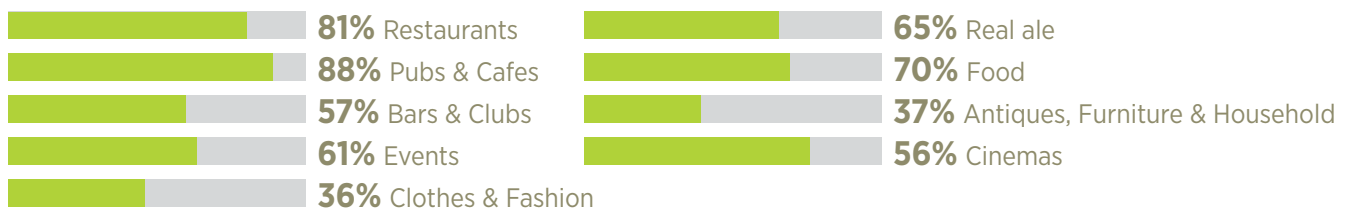
## ABOUT OUR READERS



How often do they attend music events?

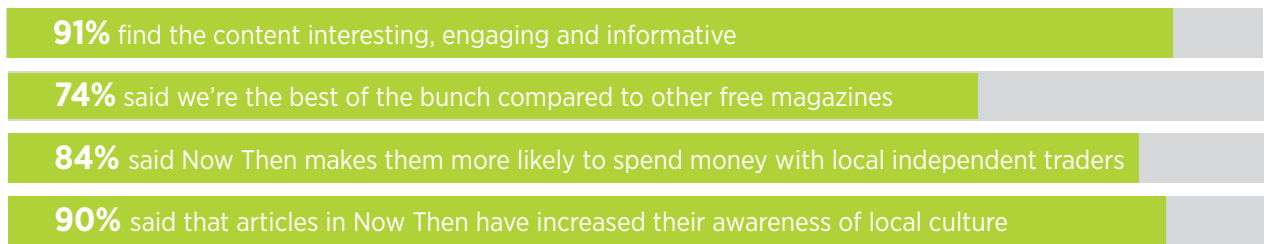


How many actively choose to buy from independent traders?

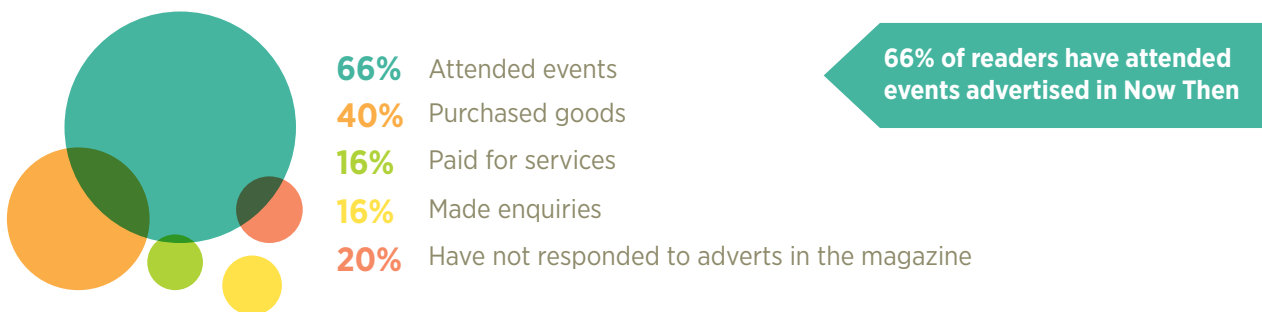


**Now Then readers actively support independent traders**

What do people think about Now Then?



How many readers bought goods or services or attended events advertised in Now Then?



419 respondents. Survey conducted online and in person in December 2016.

## PRICING

We are always keen to support the independent and third sectors, and we appreciate that budgets can be tight. Please contact us with any queries regarding pricing.

	SALE LENGTH			
	1 ISSUE	3 ISSUES	6 ISSUES	9 ISSUES
FULL PAGE	£600	£500	£450	£400
HALF PAGE	£320	£280	£260	£220
QUARTER PAGE	£200	£170	£150	£120

Prices are per month and do not include VAT.

All print adverts come with an equivalent online advert placed on the Now Then website.

## ADVERT SPEC

When designing your advert, please keep all details clear from the edge. Simple, bold designs work best.

- Please ensure your design is the correct dimensions and at a resolution of **300 ppi** (pixels per inch).
- Your advert and any images used should be set to **CMYK colour**.
- Your advert should be sent as a **PDF** or **JPEG** file via email or a file transfer website like WeTransfer.com.

Any problems? Contact [james@opusindependents.com](mailto:james@opusindependents.com).

ADVERT SIZE	DIMENSIONS	BLEED
FULL PAGE (Framed)	190 x 272mm	NONE
HALF PAGE (Landscape)	190 x 134mm	NONE
HALF PAGE (Portrait)	93 x 272mm	NONE
QUARTER PAGE (Portrait)	93 x 134mm	NONE

## ADVERT DESIGN

We are able to design adverts on your behalf. Prices start at £50 and are largely dependent on the scale and size of the design required. Please get in touch for a quote.