



@roblee\_art

NOW

THEN

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NOW

# 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 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. **Adrian Bagnoli, Owner**

## 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, Sales Director**



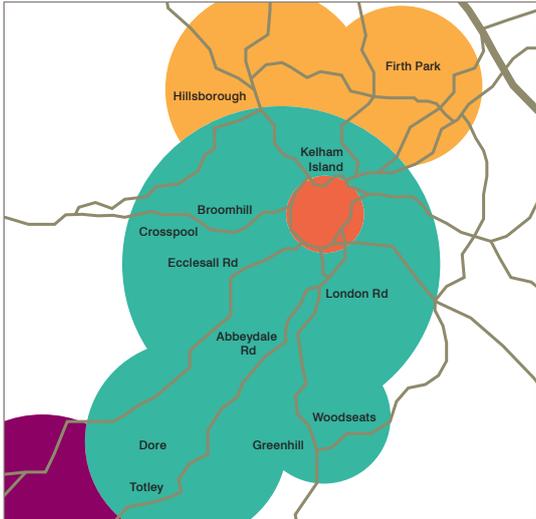
**Where can you find it?**

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. [Now Then will] help to produce the advertisement that you need. **Nick Peck, Co-owner**

## 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
- **Shout Outs** - 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.

## SHEFFIELD JAZZ . . . . .



Now Then offers a unique perspective on and is an integral part of Sheffield's independent & DIY culture. 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, Promoter**

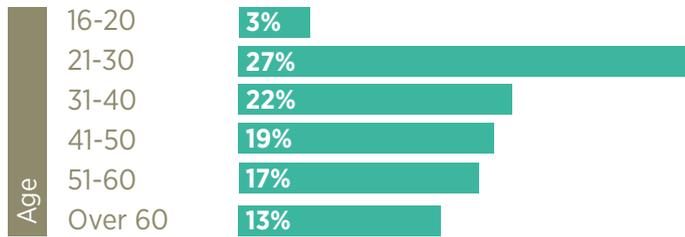
### Contact Us

**James Lock**  
[james@weareopus.org](mailto:james@weareopus.org)

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

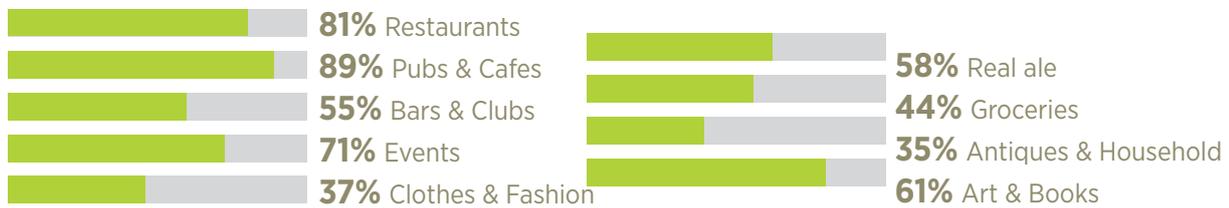
to view this month's issue and complete back issues.

## ABOUT OUR READERS



71% of Now Then readers are aged over 30.

### How many actively choose to buy from independent traders?



82% of readers dine out or ordertakeaway at least once a month.

### What do people think about Now Then?

93% find the content interesting, engaging and informative

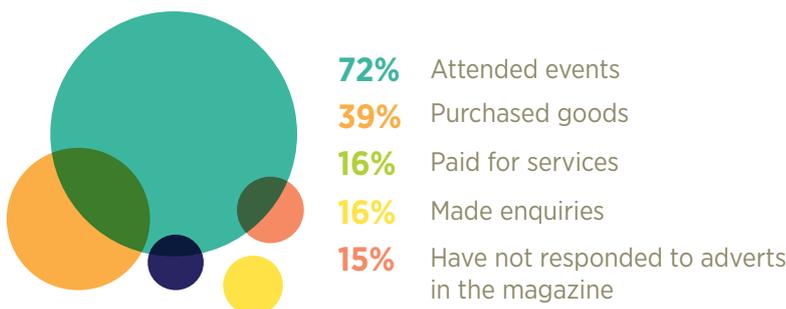
80% said we're the best of the bunch compared to other free magazines

85% said Now Then makes them more likely to spend money with local independent traders

96% said that articles in Now Then have increased their awareness of local culture

Over half of readers rate local 'independent business' as one of their favourite sections of Now Then.

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



85% of readers have responded to adverts and 72% have attended events they've seen in Now Then.

## 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
FULL PAGE	£630	£525	£470
HALF PAGE	£335	£295	£270
QUARTER PAGE	£220	£180	£160

Prices are per month and do not include VAT.

## 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 [natalie@weareopus.org](mailto:natalie@weareopus.org).

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.