

# THE FORRES FOCUS

A COMMUNITY MAGAZINE AND LOCAL BUSINESS DIRECTORY FOR FORRES

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Dear Forres Community Group,

I'm writing to let you know about a community magazine and local business directory I'm planning to start for Forres, specifically with details about how you can get your community information published. It will be a full colour, A5, 48-page magazine, hand-delivered to 3000 homes in Forres, and with copies also available to pick up within the town. I plan to get one issue out before the end of this year, and hopefully will continue quarterly next year.

**Background.** I currently produce something similar for Lossiemouth (to see copies online go to [www.thelossielocal.co.uk](http://www.thelossielocal.co.uk), or alternatively let me have your address and I'll pop one in the post). It's been running for 5 years and I've just finished the 28<sup>th</sup> issue. I've thought for a while now about setting up another magazine, and as I'm often in Forres (my children are at school there), it seemed a natural choice!

**Community Focus.** I intend for the magazine to have a strong community identity and feel, ensuring that it's an interesting and above all useful read that will be regularly referenced. Space will be donated each issue, either free of charge or at reduced rates, for local charities and non-profit making organisations to use.

Articles and editorials are included **free of charge**. Community rates for adverts are £5 for 1/8 page, £15 for 1/4 page and £30 for a half page (I'm afraid a full page is charged at business rates - £87 - as I'm unable to fit any full paying adverts on the same page to offset the cost).

**Distribution and Delivery.** The print run will be 4000 copies, approx. 3000 of which will be delivered to residential properties by a community group. The remaining copies will be left out and about for people to pick up (places like the post office/library/community centre/newsagents etc). *If your community group would be interested in delivering a future issue then please get in touch – I'd make a donation to your funds of £350.*

**Charity Donation.** Providing I have enough advertisers, I always aim for at least £200 to be donated to local and national charities per issue. *If you'd like your organisation to be considered then please let me know.*

**First Issue.** The first issue will be published as soon as I've enough advertisers to make it viable. A provisional print deadline will be Friday 26 September, with distribution mid-to-late October.

**What Next?** If you would like to get some information published in the first issue, or wish to discuss any aspect further, then please don't hesitate to contact me on [nicky@thelossielocal.co.uk](mailto:nicky@thelossielocal.co.uk) or 01343 815328. I work from home around my children, so if you ring and have to leave a message I'll always endeavour to get back to you as soon as I can.

**Business Advertising.** It's the advertising revenue which pays for the print and distribution costs, so if you're aware of anyone who might like to take out an advert then I'd appreciate it if you could pass on my details. It's £34 for a quarter page, £54 for a half page and £87 for a full page.

Thank you for your time, and I'll hopefully hear from you soon.

Warm Regards,

*Nicky*

Nicola Slater

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