

# The Premier Collection

Lincolnshire's Premier Property Magazine



## THE MAGAZINE

Pygott & Crone, Lincolnshire's Leading Estate Agent... are pleased to announce the launch of their NEW Premier Collection Magazine. This brand new publication will offer more movers, investors and local companies an opportunity to reach new markets. We intend to distribute 10,000 copies every quarter through not only our own offices and client base but also through the waiting rooms of local solicitors, doctors, dentists and RAF bases etc.

Pygott & Crone move over 100 families a month... throughout Lincolnshire and register 1,000's of potential buyers from all over the country. Supplying a loyalty card to every client that completes on any property or mortgage transaction aiming to promote both Pygott & Crone and more importantly your business to our massive client database.

## THE MEMBERSHIP

ONLY  
**£200**  
A YEAR



## ADVERTISING RATES

### FULL COLOUR PAGE RATES

Back Cover	£600
Inside Front & Back	£500
Full	£400
Half	£250
Quarter	£150
Eighth	£100

### SERIES DISCOUNT RATES

2 insertions	10%
4 insertions	15%
8 insertions	20%

### LEAFLET DISTRIBUTION

£100 + VAT per 1000 for A4.  
Please ring for more information.  
All prices exclude VAT.

## TECHNICAL INFORMATION

All Full, Half & Quarter advertisements have 2mm bleed all round.

**FULL PAGE AREA:** 210mm wide x 210mm deep  
**TYPE AREA:** 175mm wide x 175mm deep

**Half Page** 214mm wide x 105mm deep  
or 105mm wide x 214mm deep

**Quarter Page** 105mm wide x 105mm deep

**Eighth Page** 90mm wide x 45mm deep

**CD:** Work can be created in Quark, Photoshop, Freehand, InDesign, Illustrator or alternatively saved as an EPS, print optimized pdf, jpg or tiff file. Please supply fonts and scans where necessary. A colour proof must be included.

**Email:** Work can be created in InDesign, Illustrator or alternatively saved as an EPS, print optimized pdf, jpg or tiff file. Please supply fonts and scans where necessary. Please label emails **The Premier Collection** and the name of the advertiser.

**Supplying photographs digitally:** All photographs must be 300 pixels per inch and supplied as a jpg, tiff or eps file. All Email Proofs sent in PDF format.

## LOYALTY CARD

### JOIN OUR LOYALTY CARD & WEBSITE SCHEME

Giving you the opportunity for Pygott & Crone to push business your way. On completion of every property purchase or sale Pygott & Crone's staff will give their clients a 10% Off card plus a free link on their website which has over 30,000 hits a month! Promoting your company image...

**Per Annum** £200

  
**PYGOTT & CRONE**



**RICS**



**HOME SALE NETWORK**

To book an advert or for more information:

T: +44 (0) 1529 411555

E: [premier@yelodesign.com](mailto:premier@yelodesign.com)

A: 21 Northgate | Sleaford | Lincolnshire | NG34 7BH

**yelo**<sup>®</sup>  
design