ON THE HILL
PRIMROSE HILL COMMUNITY ASSOCIATION

Media Pack
Information & Rates
ads@onthehill.info

About On The Hill

Engaging, informative and inspiring – On The Hill is a magazine created by Primrose Hill locals for our prominent village and its visitors. The magazine is filled with resident profiles, community news and important insights, and has become a highly regarded and an integral village staple since its launch in 2014. On The Hill is read by most in this diverse, well-educated, creative, family-orientated and affluent community. Our high-spending and discerning readers have a propensity to purchase most goods within a short distance from their homes, namely the NW1, NW3, and NW8 areas, where there is plenty of choice.

Advertising with On The Hill is a great opportunity for businesses who wish to:

- Advertise their new product or service
- Are looking to drive footfall or online traffic
- Who want to offer discounts/coupons to a targeted audience

All profits generated from the magazine go directly to support the Primrose Hill Community Association.

Key Facts

Readership	34,875
Print Run	7100
Number of Households	5,000
Specification	A4, full-colour, 32 pages
Pick-up Points	Standalone kiosks strategically placed at high footfall locations (Community Centre, Community Library) as well as many local restaurants, pubs and businesses.
Number of issues	Produced 4 times a year in March, June, October and December.

Issue Date	Booking Deadline	Copy Due Date
March	7 February	10 February
June	7 May	10 May
October	7 September	10 September
December	7 November	10 November

Advertising Opportunities

- Various ad sizes from full to third page available.
- Sponsorships: select availability of special sections, please enquire.
- 'Marketplace': classified listing for local businesses.

Digital Advertising

On The Hill magazine is also online and there are opportunities to advertise on our website (www.onthehill.info) and across our social media channels (Twitter, Instagram and Facebook), where we can offer banner adverts and 'product placement' to support your print advert.

Our website is an opportunity for local businesses to reach our Primrose Hill audience and beyond.

We can offer a prominent 300 x 250 pixel banner on every page for one month plus a sponsored post on our Facebook, Twitter and Instagram social media profiles. Our social media profiles are steadily growing and are followed by locals in Primrose Hill and surrounding neighbourhoods.

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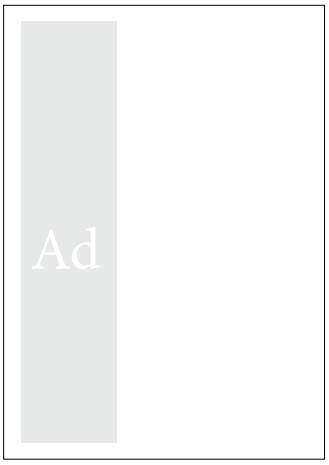
Artwork Specifications

Ad	Size (W × H)	Bleed
Third Page Horizontal	180 × 85 mm	Not Required
Third Page Vertical	57 × 264 mm	Not Required
Half Page	210 × 148 mm	Not Required
Full Page	210 × 297 mm	3 mm

Advertising Examples



Third Page Horizontal



Third Page Vertical



Half Page



Full Page

Advertising Rates	£ per issue pre-paid	£ x 3 issues pre-paid	£ x 6 issues pre-paid
Third Page Horizontal	200	185	160
Third Page Vertical	200	185	160
Half Page (run of book)	350	325	280
Full Page (run of book)	675	625	550
Covers			
Half Page Inside Front Cover	450	420	360
Full Page Inside Front Cover	800	750	700
Full Page Inside Back Cover	800	750	700
Full Page Outside Back Cover	1000	950	900

Advertising Design Services
£125 per ad (+ VAT)

Registered Charities
Receive a 10% discount on all ad rates

For more information, or to place an ad, contact:
ads@onthehill.info

What they're saying about Primrose Hill:

"One can understand the appeal, Primrose Hill's unique selling point is that it is a small settlement near the centre of a world city"

"...the coveted north London village..."

"...has one of the most picturesque high streets in London. The area hosts an eclectic mix of bookshops, cafes and restaurants, giving the area a village feel."

"A favoured haunt for actors and literary greats, Primrose Hill seamlessly blends small-town charm with London cosmopolitanism."

"Cultural feel, bohemian, artistic, understated luxury, affluent and influential"

"Picturesque Primrose Hill village retains its original village charm with a selection of individual shops... along with many popular local restaurants, bars and pubs."

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Audience

Below are some key results from a readership survey recently conducted by On The Hill.

Demographics

Gender
73% Female
27% Male

Age
1% 18–24
12% 25–34
17% 35–44
18% 45–54
14% 55–64
38% 65+

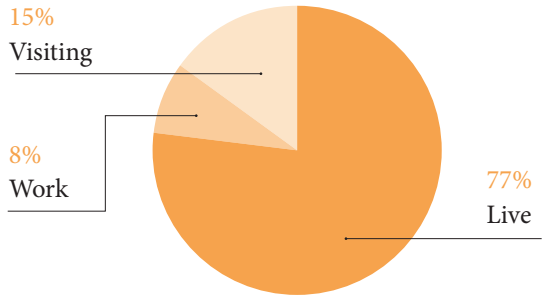
Family
56% of our readers have children, whilst 44% do not.

Loyal Readers
With 70% of our readers enjoying the magazine since we began in 2014, we are proud of our deep ties to the community and their loyal readership.

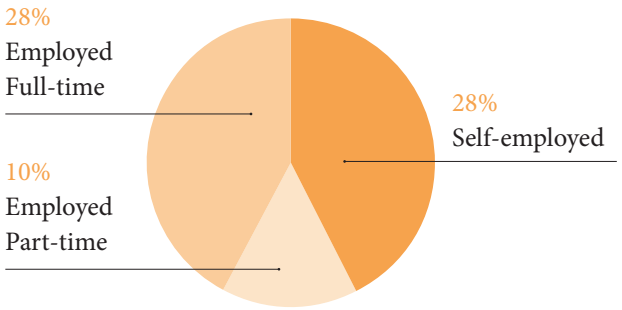
And over 2/3 of them read 7–10 issues annually.

3/4 of them receive the magazine directly to their home address. Our other readers pick it up locally at collection points and businesses such as pubs, cafes and retailers.

Our readers mostly live in Primrose Hill, though visitors and the locally employed also play an important role.



The majority of our readers are employed – and being a creative community you would rightly expect that a good deal are self-employed as well.



Local Living

Homes
40% of our readers live in a home of 2 floors or more.

Over 50% live in a flat.

Notably, 50% of our all our readers have their own garden.

Services
Not surprisingly, nearly 60% have hired a garden designer.

Nearly 60% have hired an interior designer.

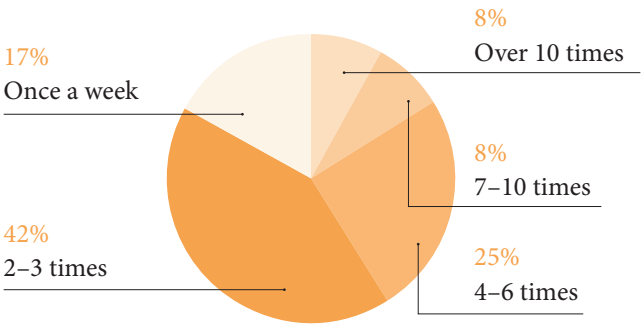
40% have hired an architect.

And over 20% of our readers redo/redecorate their home at least once a year!

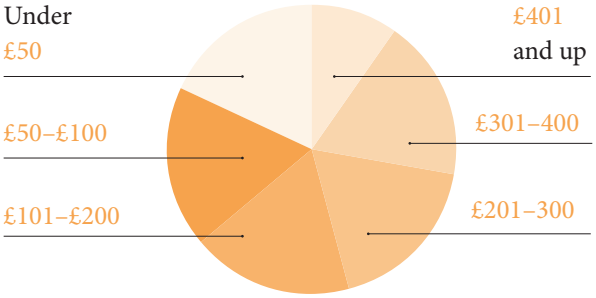
Automobiles
Over 90% own a car.

Shopping Habits

Shopping
They shop a good deal in Primrose Hill each week:



Spending
They spend a good deal in Primrose Hill each month:



Drinking & Dining

Our readers regularly visit our local pubs and bars with over 1/3 going 6+ times a month and 1/4 going 3–5 times a month.

50% shop for alcoholic beverages more then once a month.

And they dine out a lot too, with 100% agreeing they ate out at least once a month.

We found out that 1/2 eat out 6+ times a month, 1/4 eat out 3–5 times a month, and 1/4 eat out once a month.

And they are constantly spending in Primrose Hill.

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Distribution Area



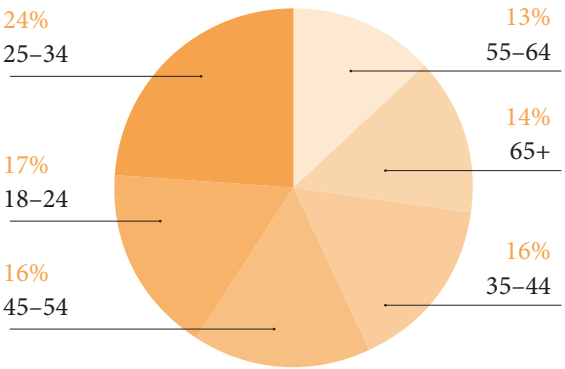
Website Statistics



Visitors
Average of 3,500 visitors to the On The Hill website a month (based across all visits during 2020)

Visitor location
70% of visitors from the UK
56% from London

Visitor Age Demographics



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Website
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Email
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Social
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Ad Examples



Inside Front Cover



Back Cover



Full Page



Half Page



Third Page Horizontal



Third Page Vertical



Marketplace