

### 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 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.

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

### Key Facts

|                             |   |
|-----------------------------|---|
| <b>Readership</b>           | 40,375  |
| <b>Print run</b>            | 8,500   |
| <b>Number of households</b> | 6,000   |
| <b>Specification</b>        | A4, full-colour, 32 pages   |
| <b>Pick-up points</b>       | Standalone kiosks strategically placed at high footfall locations (Community Centre, Community Library, Shepherd Foods, David Birkett) as well as many local restaurants, pubs and businesses |
| <b>Number of issues</b>     | Produced 10 times a year, monthly, with combined December/January and July/August issues  |

| Issue date              | Booking deadline | Copy due date |
|-------------------------|------------------|---------------|
| <b>February</b>         | 7 January        | 17 January    |
| <b>March</b>            | 7 February       | 16 February   |
| <b>April</b>            | 7 March          | 19 March      |
| <b>May</b>              | 7 April          | 20 April      |
| <b>June</b>             | 7 May            | 18 May        |
| <b>July/August</b>      | 7 June           | 18 June       |
| <b>September</b>        | 7 August         | 20 August     |
| <b>October</b>          | 7 September      | 17 September  |
| <b>November</b>         | 7 October        | 19 October    |
| <b>December/January</b> | 7 November       | 19 November   |

### Advertising Opportunities

- Various ad sizes from full to third page available, many with key editorial adjacencies possible.
- Sponsorships: select availability of special sections, please enquire.
- 'Marketplace' – a classified listing for local businesses featuring a map of the Primrose Hill area, with their location identified.

### Digital Advertising

*On The Hill* magazine is also online and there opportunities to advertise on our website ([www.onthehill.info](http://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.

While our website traffic is still relatively small it is growing and this is an opportunity for local businesses to reach our Primrose Hill audience and beyond.

Please get in touch to discuss.

### Audience

The following information are highlights 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.

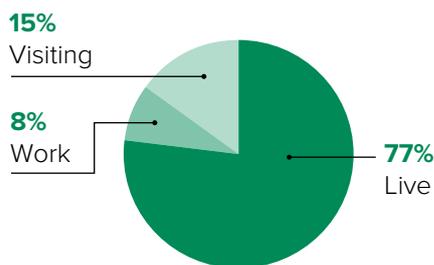
#### Loyal Readers

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.

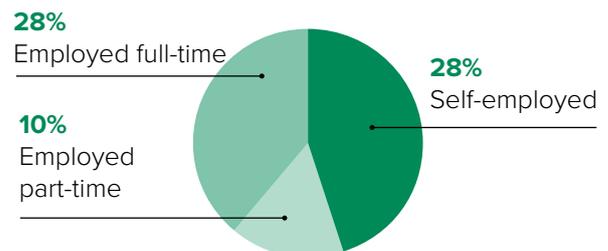
And over **2/3** of our them read 7–10 issues annually.

**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!

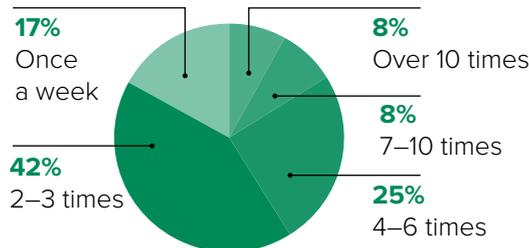
#### Automobiles

Over **90%** own a car.

### Shopping Habits

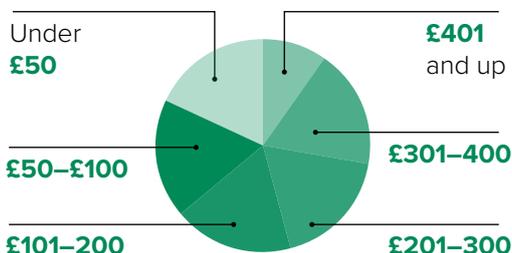
#### Shopping

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.

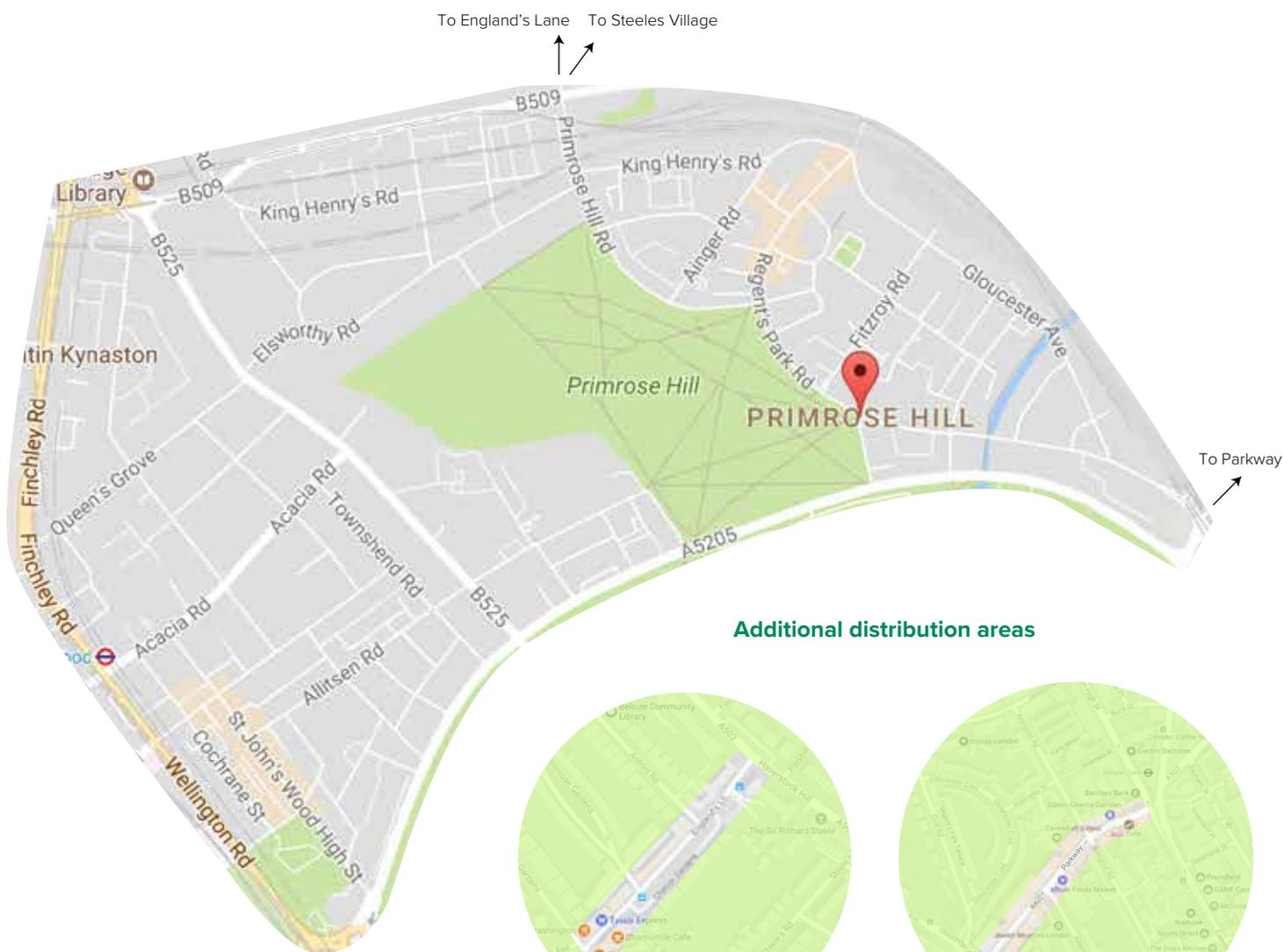
**50%** shop for alcoholic beverages more than once a month.

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.

### Distribution Area



### Additional distribution areas



England's Lane



Parkway



Steeles Village

**On the Hill**

tel: 07779 252 272

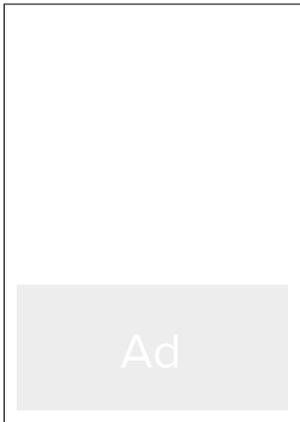
email: ads@onthehill.info

[www.onthehill.info](http://www.onthehill.info)

### Artwork Specifications

| Ad                    | Size (w × h)  | Bleed        |
|-----------------------|---------------|--------------|
| Third page horizontal | 180mm × 85mm  | Not required |
| Third page vertical   | 57mm × 264mm  | Not required |
| Half page             | 210mm × 148mm | Not required |
| Full page             | 210mm × 297mm | 3mm          |

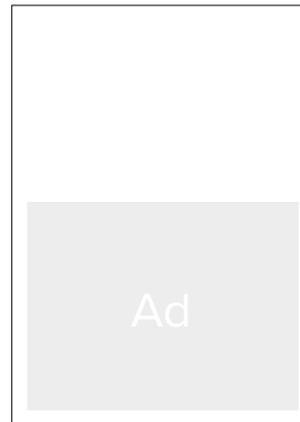
### Advertising Examples



Third page – horizontal



Third page – vertical



Half page



Full page

| Advertising Rates            | £ per issue prepaid | £ × 3 issue prepaid | £ × 6 issues prepaid |
|------------------------------|---------------------|---------------------|----------------------|
| 1/3 page horizontal          | 200                 | 185                 | 160                  |
| 1/3 page vertical            | 200                 | 185                 | 160                  |
| 1/2 page (run of book)       | 350                 | 325                 | 280                  |
| Full page (run of book)      | 675                 | 625                 | 550                  |
| <b>Covers</b>                |                     |                     |                      |
| 1/2 page inside front cover  | 450                 | 420                 | 360                  |
| Full page inside back cover  | 800                 | 750                 | 700                  |
| Full page inside front 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 off all ad rates

### For more information, or to place an ad, please contact:

Melissa Skinner  
07779 252 272  
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 & 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."