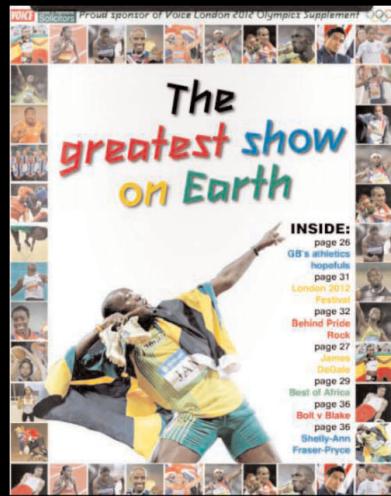
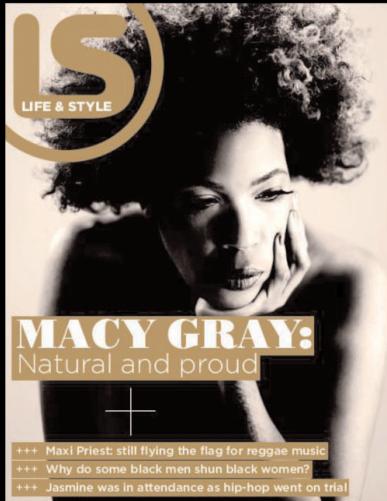


# MEDIA PACK 2015



**Portia Heads to London**

Excitement builds in Diaspora for Olympics, Jamaica 50

PRIME MINISTER Portia Simpson Miller has rushed to London for Friday's start to the Olympics, fleeing wild fire that will envelop the island to the Jamaican diaspora in the UK where the world's greatest sporting event - with Jamaican runners, a dominant attraction - coincides with the island's 50th anniversary of independence.

**Send Top Up Today and they could Win**

Digicel

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**Issue No. 1548 August 16 - September 1, 2012**

**Young Voices:** Sincere: Open, honest and frank p22

**Happy birthday to us**  
Celebrating 30 years of VOICE p60

**Shut down**  
Stephen Lawrence's old school set to close p62

**Health Matters**  
No room at the top for diversity in the NHS p19

**Sir Trevor McDonald:** "I look at Trinidad and Tobago's independence with enormous pride" p19

**DON'T MISS: Family Matters supplement p21**

**TRINIDAD MAKES THE NEWS**

**THE VOICE**

More than just a Newspaper... GV MEDIA Group Publishers of Britain's favourite BAME reads...

**THE VOICE**

**The Weekly CLEANE**  
THE TOP CARIBBEAN NEWSPAPER

# ABOUT GV MEDIA

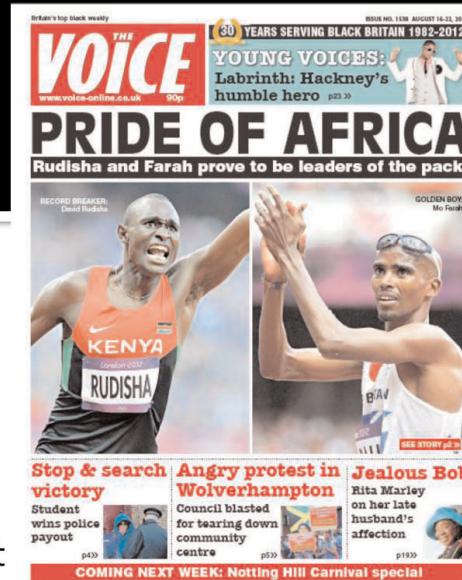
GV MEDIA GROUP publishers of Britain's best African Caribbean reads...

**WELCOME TO GV MEDIA GROUP LIMITED**, the media house behind Britain's most established and popular BAME publications. Our ABC1 readership spending power today offers a **£35 billion** opportunity for media buyers and agencies. Mainstream media buyers such as The Cabinet Office, Lycatel, Samsung, and NHS (England) have recognised greater return on investment through sustained ethnic targeted campaigns that speak directly to the ethnic consumer. They have achieved this by placing seasonal cross platform integrated campaigns across GV Media's titles.



# THE VOICE

- The VOICE, Britain's award winning flagship BAME newspaper has heralded campaigns and issues affecting the Commonwealth community for the last 30 years. Whilst showcasing to the world Britain's talented business, sports and entertainment stars . This is why the VOICE is the most popular and longest running BAME weekly newspaper in the Britain.
- Every week we speak to the women of Britain through our comprehensive Life and Style section.
- While maintaining a strong connection with Britain's youth through our award winning Young Voices.
- Another weekly feature is our in-depth look at local community initiatives across the nation in our Around Black Britain series. Each month the VOICE visits a community and publishes a Community Conversation which recognises the successes and challenges of those persons.



## PRODUCT INFORMATION

- Frequency:** Weekly
- On Sale:** Thursday
- Cover Price:** £0.90
- Format:** Mid-Market
- Distributors:** Comag
- CIRCULATION:** Average weekly sales 40,000
- AVERAGE READERSHIP:** Average readership 200,000
- REGIONAL DISTRIBUTION:** London 60% Birmingham 20% Manchester 10% Other 10%.
- GENDER PROFILE:** Women 55% Men 45%
- SOCIO ECONOMIC GROUPINGS:** AB 15% C1 56% C2 17%

**Source:** Independent Poll Conducted by Bill Johnston & Associates.

# THE VOICE

Apart from our local focus we write regularly on issues affecting the African continent and Caribbean region.

## MONTHLY FOCUS

Each month we focus on themes that affect the health of our community. **Health Matters** is a section that can be pulled out and archived by our readers. We also look at parent issues, fostering and adoption in the BAME community and many other issues in **Family Matters**.

Launched in 1982 the newspaper set out to represent the unheard voice of multicultural Britain – emerging out of the ashes of the 1980's race riots.

The **VOICE** provides extensive ethnic news coverage missed in mainstream media, delivering gutsy insightful features that resonate directly with its readers.

*"We can help you reach a diverse African Caribbean market place"*



## PRINT ADVERTISING FEATURES

- **RUN OF PAPER** offers mainstream advertisers the opportunity to tightly position their brand to African Caribbean audiences. Our publications have worked with clients such as **Cancer Research UK, British Heart Foundation, Post Office, Samsung, Vodafone** have enjoyed strong responses to their advertising campaigns by being placed next to high profile news and entertainment stories.

**THE  
VOICE**

# THE VOICE ONLINE

## www.voice-online.co.uk



- Since its creation in 1982 the **VOICE** has evolved with its readership delivering information 24/7 to them via the online, mobile and social media platforms ([www.voice-online.co.uk](http://www.voice-online.co.uk)) offers visitors great functionality with plenty of daily news coverage spanning politics, sports, current affairs and entertainment.
- All of the content online has a strong African and Caribbean focus. It is important for you to note that the newspapers 18 – 35 demographic are extending their 30 year loyalty to the Voice brand online.
- Our fans on Facebook currently total more than 218,500 (<http://www.facebook.com/pages/Voice-Newspaper/172463032854084>). While our followers on Twitter currently total more than 17,000. (<http://twitter.com/thevoicenews>)
- The Voice also has an email database of more than 22,000 subscribers.

### ONLINE ADVERTISING FEATURES

- Direct access to 40,000 jobseekers
- Emailed job alerts
- Sponsored newsletters (logos and banners).
- Sponsored online advertorials and company profiles.

*"250,000 unique users per month. 504,262 page impressions per month."*

### ONLINE DISPLAY ADVERTISING

- Enjoy homepage site position branding and product awareness. We can also create, host and manage branded micro sites. Mailshots to accompany your campaigns can also be served to our every growing database.

### AD SIZES AVAILABLE

- Leaderboard:** 728 x 90
- Skyscraper:** 120 x 600
- Medium Rectangle:** 300 x 250



# VOICE: AD RATES

## ADVERTISING RATES: THE VOICE

Single Column Centimetre Rate: £19.95

- Full Page: £5,290.74
- Half Page: £2,645.37
- Quarter Page: £1,322.69
- 1/8 Page: £778.05
- Spot Colour Rate: + 15%
- Colour Rate: + 30%
- Front Page: + 150% Loading
- Back Page: + 90% Loading

## SERIES DISCOUNT:

| No. Of Weeks | Discount |
|--------------|----------|
| 3 – 15       | 5%       |
| Up to 25     | 10%      |
| Up to 35     | 15%      |
| Up to 52     | 25%      |

## INSERTS

- Regional: £150 per 1000
- National: £150 per 1000

NB: Subject to weight of the insert.



## DISPLAY AD SPECIFICATIONS/CLASSIFIEDS

- Display Ad (ROP)
- One – 40 mm
- Two – 87 mm
- Three – 132mm
- Four – 177mm
- Five – 222 mm
- Six – 268 mm

## DISPLAY CLASSIFIEDS

- One – 30 mm
- Two – 65 mm
- Three – 98 mm
- Four – 132 mm
- Five – 166 mm
- Six – 200 mm
- Seven – 234 mm
- Eight – 268 mm



# THE WEEKLY GLEANER UK

**"The WEEKLY GLEANER UK ...  
The only UK title serving the Caribbean"**

- Launched in 1951, the Weekly Gleaner UK is the successful off shoot of the Gleaner. It is Britain's top selling Caribbean newspaper distributed through Comag to more than 7,770 news trade outlets across the nation.
- This publication is targeted towards Caribbean immigrants, descendants and international business and holiday makers worldwide with an interest in issues and main events hitting the Caribbean. The paper offers in-depth coverage of news in both the Caribbean and the United Kingdom. The Weekly Gleaner was also the first newspaper to cater for the Caribbean community in the UK.
- The Weekly Gleaner is also established in New York, Miami and Canada.

## PRODUCT INFORMATION

- **Frequency:** Weekly
- **On Sale:** Thursday
- **Cover Price:** £0.90
- **Format:** Mid-Market
- **Distributors:** Comag
- **CIRCULATION:** Average weekly sales 17,500
- **AVERAGE READERSHIP:** Average readership 87,500
- **ETHNIC BREAKDOWN:** Jamaica 75% Trinidad 10% Barbados 6% St. Lucia 6% Other 5%.
- **GENDER PROFILE:**
  - Women 54% Men 46%
- **SOCIO ECONOMIC GROUPINGS:** AB 15% C1 45%

**Source:** Independent Poll Conducted by Bill Johnston & Associates.



# GLEANER: AD RATES

## ADVERTISING RATES: THE GLEANER

### Double Page Spread

- Mono: £4,536 Colour: £5,896

### Single Page Spread

- Mono: £2,448 Colour: £3,182.20

### Half Page

- Mono: £1,224 Colour: £1,591.20

### Quarter Page

- Mono: £612 Colour: £795.60

### Eighth Page

- Mono: £360 Colour: £468

### INSERTS

- Regional: £150 per 1000
- National: £150 per 1000
- NB: Subject to weight of the insert.

### AGENCY COMMISSION: 10%

**STREET TEAM:** Targeted distribution

**AUDIENCE SAMPLING:** Available.



### DISPLAY AD SPECIFICATIONS/CLASSIFIEDS

- Display Ad (ROP)
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