ROUND & ABOUT

Media Pack 2027

Print & Digital Advertising Rates



R&A

ROUND & ABOUT *Magazine*

Introduction

What is Round & About Magazine?

Round & About Magazine is the largest circulating free regional magazine in southern England, covering six counties and reaching **632,311 homes** every month via Royal Mail. Established in 1994 by Peter Savage, the magazine was built on the vision of creating a truly community-focused publication. Now led by his son, Chris Savage, it has expanded to **33 unique editions** and continues to be a trusted platform for local events, businesses, and organisations.

As the brand grows, so does our reach – beyond print, our **digital platforms** ensure even greater engagement and advertising opportunities.



KEY FIGURES

Over **632,000** homes reached monthly

62% of readers earn **£50,000+**

38,700 Average monthly website page views

24,000 Newsletter subscribers

8,000 Average monthly competition entries

69% of readers are **AB1**

53 Median age

70% are aged 45+

71% Female

29% Male

Print Advertising

In our monthly magazine

With over 33 years of experience, **Round & About Magazine** is trusted by businesses looking to connect with engaged local audiences. Our free, high-quality content magazine is delivered **directly to homes**, ensuring **high visibility** and **lasting impact**.



> Being seen monthly by a large audience in a **reputable** and **well-recognised publication** like Round & About has really helped us to **grow our business** and **gain new customers.**
>
> – Mossinator, 2024

WHY PRINT WORKS

- **Trusted & Tangible** – Readers spend time with a physical magazine, making ads more memorable.
- **Unrivalled Distribution** – Delivered to over 632,000 homes every month, with no paywall or online competition.
- **Local & Targeted** – Reach communities that matter to your business.
- **Long Shelf Life** – Readers return to their copy multiple times, giving your ad extended exposure.

From **full-page impact** to **cost-effective quarter-page ads**, we offer flexible options to suit all budgets and objectives.

Record Mail Engagement:

A Game-Changer for Round & About Magazine Advertisers

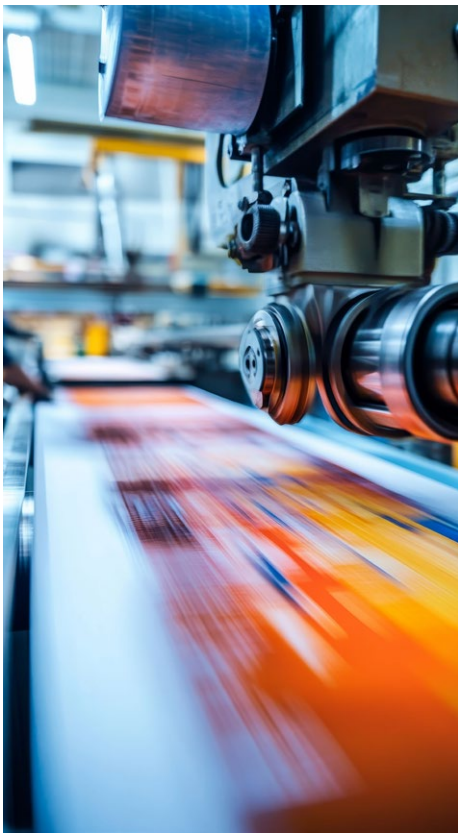
In an era where digital marketing often dominates, a surprising trend has emerged—direct mail is making a remarkable comeback. According to the latest JICMail report, mail read rates have hit an all-time high, with 77% of mail being read or looked at during Q4 2024. This surge highlights the enduring power of print marketing. Consumers are engaging with mail more than ever, with business mail alone being interacted with nearly 5 times on average in just 28 days. Notably, loyalty reward statements and promotional offers via direct mail are driving significant responses, from purchases to website visits.

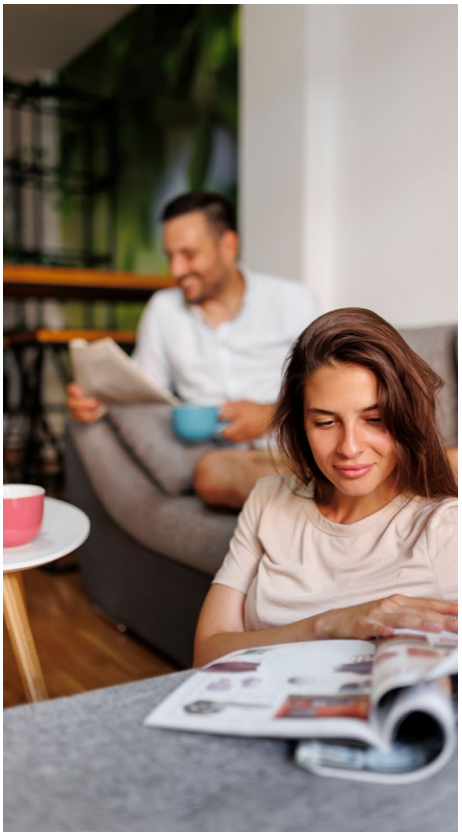
Why This Matters for Round & About Magazine Advertisers

As a Royal Mail delivered print magazine, for advertisers, this surge in mail read rates offers an exciting opportunity to enhance your marketing efforts. With 77% of mail being read or looked at in Q4 2024, direct mail is proving to be an incredibly effective way to reach local audiences and drive engagement. As businesses continue to seek innovative ways to cut through the noise of digital ads, direct mail stands out as a reliable, high-impact channel. By integrating direct mail into your marketing strategy, Round & About Magazine's advertisers can tap into a proven method for increasing local visibility, generating leads, and boosting sales. Whether you're promoting an event, offering a special deal, or building brand awareness, the tangible nature of print offers a personal touch that digital simply can't replicate.

Now is the perfect time to complement your digital presence with a well-crafted print advertising campaign that resonates with your community—creating meaningful connections that last.

Let's embrace the power of print — both digital and traditional marketing can coexist to create lasting impressions!





Testimonials 2026

Thank you to Round and About for featuring Freedom Through Expression Art Gallery in Alton; we were delighted with the number of new visitors that came through the doors on the back of reading the article.

Glynis, ***Freedom Through Expression Art Gallery in Alton***

The team at Round & About have been incredibly supportive of me during my first six months in Education marketing. With a professional and friendly disposition, they have proactively advised on advertising within relevant local supplements and issues to coincide with our School's Open Events. My account manager Luke has taken the time to understand our needs and we were delighted when he asked us to contribute to a recent editorial piece.

The circulation of Round & About Magazine is extensive and the media pack is clear with key information by area. We are very happy to be an advertising partner as R&A complements Eggar's School perfectly with its community focus.

Kate Milne Majid, ***Marketing, Eggar's School, Alton***

'I'm glad to say that advertising in Round & About Magazine allows my company to target homes in my local postcode area to let readers know I'm here, what services I offer and to attract new potential business.'

Steve Dawson Designs

SteveDawson Designs

I've advertised in Round & About for two years. The readership and distribution suit my target market, the content is relevant, and my account manager is consistently helpful and responsive.

James Charlton, ***Visiting Angels***

COSTA COFFEE

WAITROSE & PARTNERS

AllClear TRAVEL INSURANCE

Bupa

Boots

care UK

BETTER

South Oxfordshire District Council

SURREY COUNTY COUNCIL

Magazine Rates & Sizes

Your print advertising options at a glance

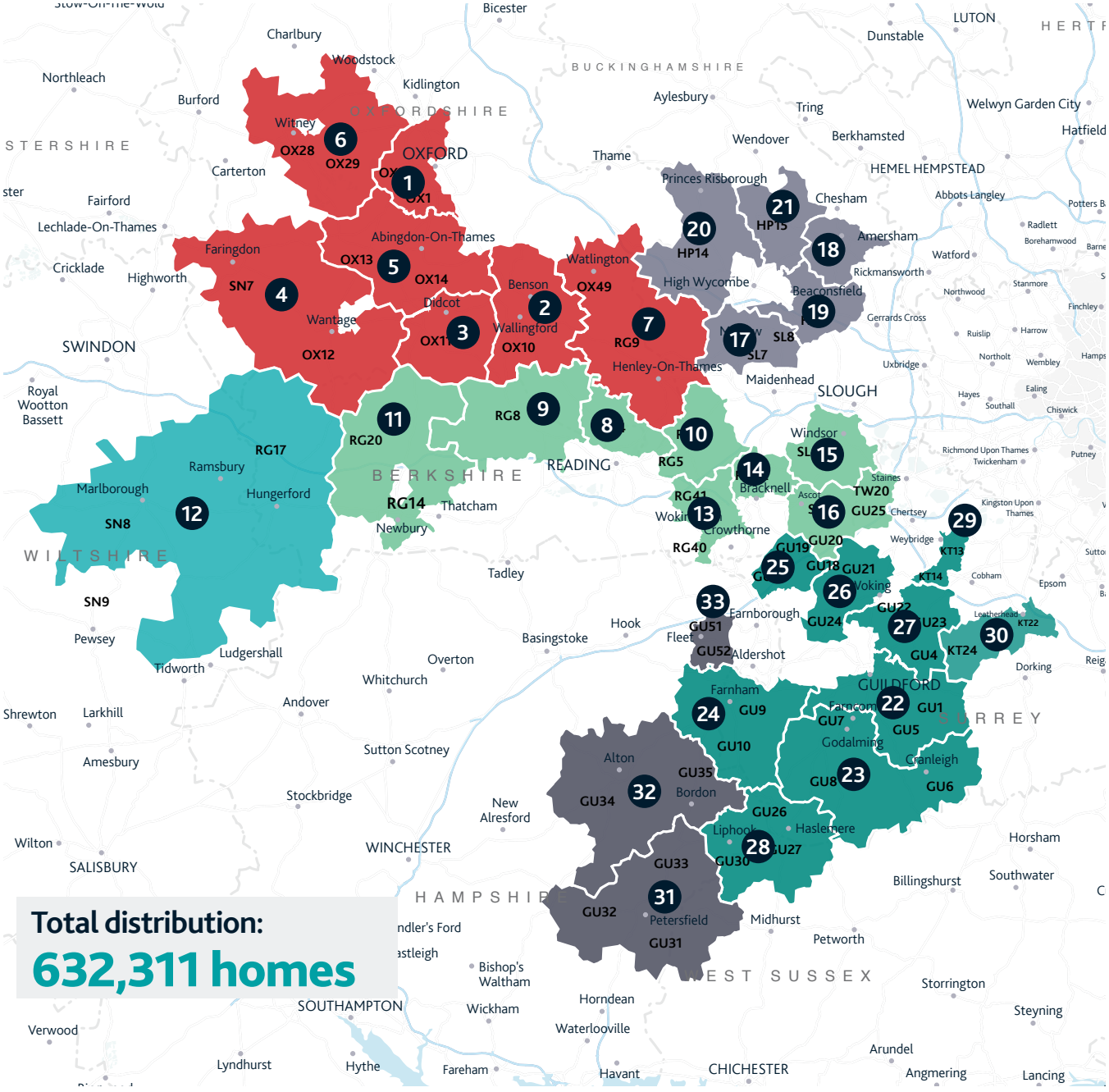
Click below for individual area details and full rates ↓

	Named Area Edition		Homes	Back Cover	Full Page	Half Page	Quarter	Eighth	Rates
1	Summertown	OX2/1	20,921	£785	£620	£365	£205	£99	
2	Wallingford	OX10	13,622	£690	£515	£305	£170	£89	
3	Didcot	OX11	20,488	£785	£620	£365	£205	£99	
4	Wantage	OX12/SN7	18,964	£785	£620	£365	£205	£99	
5	Abingdon	OX14/13	25,319	£895	£685	£399	£239	£109	
6	Witney	OX28	22,755	£690	£515	£305	£170	£89	
7	Henley	RG9/OX49	13,181	£690	£515	£305	£170	£89	
8	Caversham	RG4	17,283	£785	£620	£365	£205	£99	
9	Goring	RG8	9,298	£690	£515	£305	£170	£89	
10	Twyford	RG10/5	19,294	£785	£620	£365	£205	£99	
11	Newbury	RG14	25,861	£895	£685	£399	£239	£109	
12	Marlborough	RG17/SN8	18,181	£690	£515	£305	£170	£89	
13	Wokingham	RG40/41	25,055	£895	£685	£399	£239	£109	
14	Warfield	RG42	13,428	£690	£515	£305	£170	£89	
15	Windsor	SL4	20,378	£785	£620	£365	£205	£99	
16	Ascot	SL5/TW20	23,201	£785	£620	£365	£205	£99	
17	Marlow	SL7/8/6	16,105	£785	£620	£365	£205	£99	
18	Amersham	HP6/7	11,229	£690	£515	£305	£170	£89	
19	Beaconsfield	HP9/10	16,240	£690	£515	£305	£170	£89	
20	Stokenchurch	HP14/27	13,864	£690	£515	£305	£170	£89	
21	Great Missenden	HP15/16	12,277	£690	£515	£305	£170	£89	
22	Guildford	GU1-5	27,270	£785	£620	£365	£205	£99	
23	Godalming	GU6-8	27,028	£785	£620	£365	£205	£99	
24	Farnham	GU9/10	24,831	£785	£620	£365	£205	£99	
25	Camberley	GU15/18/19	20,801	£785	£620	£365	£205	£99	
26	Woking	GU21/24	23,516	£785	£620	£365	£205	£99	
27	Old Woking	GU22/23	18,624	£785	£620	£365	£205	£99	
28	Haslemere	GU26/27/30	16,295	£690	£515	£305	£170	£89	
29	Weybridge	KT13/14	16,977	£690	£515	£305	£170	£89	
30	Leatherhead	KT22-24	19,067	£785	£620	£365	£205	£99	
31	Petersfield	GU31-33	14,479	£690	£515	£305	£170	£89	
32	Alton	GU34/35	26,821	£785	£620	£365	£205	£99	
33	Fleet	GU51/52	19,658	£785	£620	£365	£205	£99	

Prices (excluding VAT)

Where We Cover

Reach your local audience



Total distribution:

632,311 homes

Wiltshire	Oxfordshire	Berkshire	Buckinghamshire	Surrey	Hampshire
1 edition	**7 editions**	**8 editions**	**5 editions**	**9 editions**	**3 editions**
18,181 homes	135,250 homes	153,798 homes	69,715 homes	194,409 homes	60,958 homes

Display advertising rates

Summertown, Botley, Boars Hill

OX2/1 (5) HOMES: 20,921

INCLUDES: Botley, Jericho, Cumnor, Boars Hill, Kennington, South Hinksey, Harcourt Hill, Wytham, Summertown, Cutteslowe, Wolvercote, Binsey.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1050	1/3 page	£270
Outside back cover	£785	1/4 page	£205
Inside front cover	£690	3/16 page	£140
Inside back cover	£640	1/8 page	£99
Full page (ROP)	£620	1/16 page	£57
1/2 page	£365	4 page cover wrap	£3190

Wallingford

OX10 HOMES: 13,622

INCLUDES: Wallingford, Roke, Berinsfield, Drayton St. Leonard, Dorchester, Ewelme, Berrick Salome, Warborough, Shillingford, Brightwell, Benson, Crowmarsh, Preston Crowmarsh, North Stoke, Hailey, Ipsden, Moulsford & Cholsey.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1000	1/3 page	£215
Outside back cover	£690	1/4 page	£170
Inside front cover	£595	3/16 page	£110
Inside back cover	£545	1/8 page	£89
Full page (ROP)	£515	1/16 page	£55
1/2 page	£305	4 page cover wrap	£2775

Didcot

OX11 HOMES: 20,488

INCLUDES: Didcot, Aston Tirrold, Aston Upthorpe, Blewbury, East Hagbourne, West Hagbourne, Upton, Chilton, Harwell, Rowstock, South Moreton & North Moreton.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1050	1/3 page	£270
Outside back cover	£785	1/4 page	£205
Inside front cover	£690	3/16 page	£140
Inside back cover	£640	1/8 page	£99
Full page (ROP)	£620	1/16 page	£57
1/2 page	£365	4 page cover wrap	£3190

Wantage, Faringdon

OX12/SN7 HOMES: 18,964

INCLUDES: Wantage, Grove, East Hendred, West Hendred, East Hanney, West Hanney, Denchworth, Sparsholt, Childrey, Letcombe Regis, Charlton, West Lockinge, East Lockinge, Ardington Wick, Challow, Faringdon, Stanford in the Vale, Buckland, Uffington, Woolstone, Shellingford, Longcot, Fernham, Great Coxwell, Little Coxwell.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1050	1/3 page	£270
Outside back cover	£785	1/4 page	£205
Inside front cover	£690	3/16 page	£140
Inside back cover	£640	1/8 page	£99
Full page (ROP)	£620	1/16 page	£57
1/2 page	£365	4 page cover wrap	£3190

*OX12 (7) not covered

Abingdon, Kingston Bagpuize

OX14/13 HOMES: 25,319

INCLUDES: Abingdon, Drayton, Radley, Sutton Courtenay, Milton, Long Wittenham, Little Wittenham, Clifton Hampden, Marcham, Steventon, Kingston Bagpuize, Appleton, Tubney, Frilford, Longworth, Besselsleigh.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1260	1/3 page	£340
Outside back cover	£895	1/4 page	£239
Inside front cover	£820	3/16 page	£172
Inside back cover	£750	1/8 page	£109
Full page (ROP)	£685	1/16 page	£65
1/2 page	£399	4 page cover wrap	£3690

*OX14 (2) not covered

Witney

OX28/29 HOMES: 22,755

INCLUDES: Witney, Standlake, Stanton Harcourt, Eynsham, Ducklington, Stonesfield, Long Hanborough, North Leigh, Leafield, Minster Lovell.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1000	1/3 page	£215
Outside back cover	£690	1/4 page	£170
Inside front cover	£595	3/16 page	£110
Inside back cover	£545	1/8 page	£89
Full page (ROP)	£515	1/16 page	£55
1/2 page	£305	4 page cover wrap	£2775

*OX28 (1) not covered

Henley, Watlington

RG9/OX49 HOMES: **13,181**

INCLUDES: Henley, Watlington, Britwell Baldwin, Shirburn, Remenham, Fawley, Shiplake, Turville Heath, Lewknor, Stoke Row, Skirmett, Shepherd's Green, Freith, Nettlebed.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1000	1/3 page	£215
Outside back cover	£690	1/4 page	£170
Inside front cover	£595	3/16 page	£110
Inside back cover	£545	1/8 page	£89
Full page (ROP)	£515	1/16 page	£55
1/2 page	£305	4 page cover wrap	£2775

Caversham, Sonning

RG4 HOMES: **17,283**

INCLUDES: Caversham, Sonning Common, Cane End, Gallowstree Common, Crowsley, Caversham, Kidmore End, Caversham Heights, Tokers Green, Dunsden, Sonning, Mapledurham, Playhatch, Emmer Green, Littlestead Green, Chalkhouse Green.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1050	1/3 page	£270
Outside back cover	£785	1/4 page	£205
Inside front cover	£690	3/16 page	£140
Inside back cover	£640	1/8 page	£99
Full page (ROP)	£620	1/16 page	£57
1/2 page	£365	4 page cover wrap	£3190

Goring, Streatley, Pangbourne

RG8/RG18 (0) HOMES: **9,298**

INCLUDES: Pangbourne, Goring, Streatley, Checkendon, Exlade Street, Cleeve, Gatehampton, Aldworth, Ashampstead, Upper Basildon, Tidmarsh, Hook End, Whitchurch, Cray's Pond, Sulham, South Stoke, Lower Bowden, Purley-on-Thames, Woodcote, Hampstead Norreys, Yattendon.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1000	1/3 page	£215
Outside back cover	£690	1/4 page	£170
Inside front cover	£595	3/16 page	£110
Inside back cover	£545	1/8 page	£89
Full page (ROP)	£515	1/16 page	£55
1/2 page	£305	4 page cover wrap	£2775

Twyford, Woodley

RG10/5 HOMES: **19,294**

INCLUDES: Twyford, Woodley, Wargrave, Charvil, Crazies Hill, Hare Hatch, Waltham St. Lawrence, Beenhams Heath, Shurlock Row, Hurst, Warren Row, Cockpole Green, Whistley Green, Knowl Hill, Ruscombe.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1050	1/3 page	£270
Outside back cover	£785	1/4 page	£205
Inside front cover	£690	3/16 page	£140
Inside back cover	£640	1/8 page	£99
Full page (ROP)	£620	1/16 page	£57
1/2 page	£365	4 page cover wrap	£3190

Newbury

RG14/RG20 (8,7,6) HOMES: **25,861**

INCLUDES: Newbury, Benham Hill, Colthrop, Donnington, Speen, Speenhamland, Shaw, Bagnor, Skinners Green, West Ilsley, East Ilsley, Chaddleworth, Brightwalton, Chieveley, Beedon, Welford, Westbrook, Boxford, Leckhampstead, Stockcross, Wickham, Marsh Benham, Woodspeen, Winterbourne.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1260	1/3 page	£340
Outside back cover	£895	1/4 page	£239
Inside front cover	£820	3/16 page	£172
Inside back cover	£750	1/8 page	£109
Full page (ROP)	£685	1/16 page	£65
1/2 page	£399	4 page cover wrap	£3690

Windsor

SI4 HOMES: **20,378**

INCLUDES: Dorney, Eton Wick, Eton, Windsor, Oakley Green, Frogmore, Old Windsor, Horton, Woodside, Winkfield.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1050	1/3 page	£270
Outside back cover	£785	1/4 page	£205
Inside front cover	£690	3/16 page	£140
Inside back cover	£640	1/8 page	£99
Full page (ROP)	£620	1/16 page	£57
1/2 page	£365	4 page cover wrap	£3190

Display advertising rates

Wokingham, Winnersh

RG40/41 HOMES: 25,055

INCLUDES: Wokingham, Winnersh, Finchampstead, Barkham, Longmoor, Holme Green, Gardeners Green, Sindlesham, Woosehill, Wokingham Without.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1260	1/3 page	£340
Outside back cover	£895	1/4 page	£239
Inside front cover	£820	3/16 page	£172
Inside back cover	£750	1/8 page	£109
Full page (ROP)	£685	1/16 page	£65
1/2 page	£399	4 page cover wrap	£3690

*RG40 (5) not covered

Warfield, Binfield

RG42 HOMES: 13,428

INCLUDES: Warfield, Binfield, Winkfield Row, Newell Green, Moss End, Hawthorn Hill, Jealott's Hill.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1000	1/3 page	£215
Outside back cover	£690	1/4 page	£170
Inside front cover	£595	3/16 page	£110
Inside back cover	£545	1/8 page	£89
Full page (ROP)	£515	1/16 page	£55
1/2 page	£305	4 page cover wrap	£2775

Ascot, Egham

SL5/TW20/GU20/25 HOMES: 23,201

INCLUDES: Ascot, Sunninghill, Sunningdale, Cheapside, Virginia Water, Huntersdale, Stroude, Englefield, Englefield Green, Coopers Hill, Egham, Windlesham, Wentworth

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1050	1/3 page	£270
Outside back cover	£785	1/4 page	£205
Inside front cover	£690	3/16 page	£140
Inside back cover	£640	1/8 page	£99
Full page (ROP)	£620	1/16 page	£57
1/2 page	£365	4 page cover wrap	£3190

*TW20 (8) not covered

Marlborough, Hungerford

RG17/SN8 HOMES: 18,181

INCLUDES: Hungerford, Marlborough, Lambourn, Inkpen, Chilton Foliat, Ham, Froxfield, Chisbury, Ogbourne St. George, Avebury, Wootton Rivers, Alton Priors, Rushall, Enford, Everleigh.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1000	1/3 page	£215
Outside back cover	£690	1/4 page	£170
Inside front cover	£595	3/16 page	£110
Inside back cover	£545	1/8 page	£89
Full page (ROP)	£515	1/16 page	£55
1/2 page	£305	4 page cover wrap	£2775

Amersham & Villages

HP6 / HP7 HOMES: 11,229

INCLUDES: Amersham, Little Missenden, Hyde Heath, Chesham Bois, Little Chalfont, Coleshill, Winchmore Hill, Woodrow

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1000	1/3 page	£215
Outside back cover	£690	1/4 page	£170
Inside front cover	£595	3/16 page	£110
Inside back cover	£545	1/8 page	£89
Full page (ROP)	£515	1/16 page	£55
1/2 page	£305	4 page cover wrap	£2775

Beaconsfield & Villages

HP9 / HP10 HOMES: 16,240

INCLUDES: Beaconsfield, Loudwater, Flackwell Heath, Wooburn Green, Penn, Forty Green, Seer Green

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1000	1/3 page	£215
Outside back cover	£690	1/4 page	£170
Inside front cover	£595	3/16 page	£110
Inside back cover	£545	1/8 page	£89
Full page (ROP)	£515	1/16 page	£55
1/2 page	£305	4 page cover wrap	£2775

Stokenchurch, Princes Risborough

HP14 / HP27 HOMES: **13,864**

INCLUDES: Stokenchurch, Princes Risborough, Longwick, Lacey Green, Walter's Ash, West Wycombe, Lane End, Bledlow Ridge

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1000	1/3 page	£215
Outside back cover	£690	1/4 page	£170
Inside front cover	£595	3/16 page	£110
Inside back cover	£545	1/8 page	£89
Full page (ROP)	£515	1/16 page	£55
1/2 page	£305	4 page cover wrap	£2775

Having only been advertising in Round & About magazine for a month, we are very impressed to already be seeing an increase in enquiries directly from R&A. A great local magazine to advertise with for lead generation and acquiring new clientele in your local area.

MERCERS
SOLICITORS

Great Missenden, Hazlemere

HP15/ HP16 HOMES: **12,277**

INCLUDES: Great Missenden, Hazlemere, Holmer Green, Prestwood, Great Kingshill, Great Hampden, Swan Bottom

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1000	1/3 page	£215
Outside back cover	£690	1/4 page	£170
Inside front cover	£595	3/16 page	£110
Inside back cover	£545	1/8 page	£89
Full page (ROP)	£515	1/16 page	£55
1/2 page	£305	4 page cover wrap	£2775

Marlow, Bourne End, Cookham

SL7/8/6 (9) HOMES: **16,105**

INCLUDES: Marlow, Bisham, Little Marlow, Booker, Hambleden, Medmenham, Bourne End, Bovingdon Green, Marlow Bottom, Moor Common, Rosehill, Cookham, Cookham Dean, Cookham Rise.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1050	1/3 page	£270
Outside back cover	£785	1/4 page	£205
Inside front cover	£690	3/16 page	£140
Inside back cover	£640	1/8 page	£99
Full page (ROP)	£620	1/16 page	£57
1/2 page	£365	4 page cover wrap	£3190

Guildford

GU1-5* HOMES: **27,270**

INCLUDES: Guildford, Puttenham, Compton, Shalford, Chilworth, Merrow, Albury, Shere, Wonersh, Bramley, Shamley Green, Peaslake, Stoke Park.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1050	1/3 page	£270
Outside back cover	£785	1/4 page	£205
Inside front cover	£690	3/16 page	£140
Inside back cover	£640	1/8 page	£99
Full page (ROP)	£620	1/16 page	£57
1/2 page	£365	4 page cover wrap	£3190

*GU3 (2/3), GU2 (8/9) and GU4 (7) are not covered

Godalming, Cranleigh

GU6-8 HOMES: **27,028**

INCLUDES: Elstead, Milford, Godalming, Witley, Thursley, Brook, Hambledon, Chiddingfold, Dunsfold, Alford, Cranleigh, Rowley, Ewhurst.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1050	1/3 page	£270
Outside back cover	£785	1/4 page	£205
Inside front cover	£690	3/16 page	£140
Inside back cover	£640	1/8 page	£99
Full page (ROP)	£620	1/16 page	£57
1/2 page	£365	4 page cover wrap	£3190

Display advertising rates

Farnham

GU9/10 HOMES: **24,831**

INCLUDES: Crondall, Farnham, Runfold, Tongham, Bentley, Wrecclesham, Tilford, Rowledge, Frensham, Churt.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1050	1/3 page	£270
Outside back cover	£785	1/4 page	£205
Inside front cover	£690	3/16 page	£140
Inside back cover	£640	1/8 page	£99
Full page (ROP)	£620	1/16 page	£57
1/2 page	£365	4 page cover wrap	£3190

Camberley, Bagshot, Lightwater

GU15/18/19 HOMES: **20,801**

INCLUDES: Camberley, Bagshot, Lightwater, York Town, Old Dean

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1050	1/3 page	£270
Outside back cover	£785	1/4 page	£205
Inside front cover	£690	3/16 page	£140
Inside back cover	£640	1/8 page	£99
Full page (ROP)	£620	1/16 page	£57
1/2 page	£365	4 page cover wrap	£3190

Woking, Chobham

GU21/24 HOMES: **23,516**

INCLUDES: Woking, Horsell, Knaphill, Chobham, Burrowhill, Donkey Town, West End, Bisley, Brookwood, Brookwood Heath, Pirbright, Castle Green, Mimbridge.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1050	1/3 page	£270
Outside back cover	£785	1/4 page	£205
Inside front cover	£690	3/16 page	£140
Inside back cover	£640	1/8 page	£99
Full page (ROP)	£620	1/16 page	£57
1/2 page	£365	4 page cover wrap	£3190

Old Woking, The Clandons

GU22/23/GU4 (7) HOMES: **18,624**

INCLUDES: Old Woking, West Clandon, East Clandon, Ripley, Wisley, Burpham, Mayford, Send, Sendmarsh, Ockham, Sutton Green, Jacobs Well.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1050	1/3 page	£270
Outside back cover	£785	1/4 page	£205
Inside front cover	£690	3/16 page	£140
Inside back cover	£640	1/8 page	£99
Full page (ROP)	£620	1/16 page	£57
1/2 page	£365	4 page cover wrap	£3190

Haslemere

GU26/27/30 HOMES: **16,295**

INCLUDES: Hindhead, Grayshott, Grayswood, Haslemere, Liphook, Kingsley Green, Milland, Fernhurst, Stedham, Tillington

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1000	1/3 page	£215
Outside back cover	£690	1/4 page	£170
Inside front cover	£595	3/16 page	£110
Inside back cover	£545	1/8 page	£89
Full page (ROP)	£515	1/16 page	£55
1/2 page	£305	4 page cover wrap	£2775

Weybridge & Villages

KT13/14 HOMES: **16,977**

INCLUDES: Weybridge, Oatlands, St.Georges Hill, Brooklands, Byfleet, West Byfleet

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1000	1/3 page	£215
Outside back cover	£690	1/4 page	£170
Inside front cover	£595	3/16 page	£110
Inside back cover	£545	1/8 page	£89
Full page (ROP)	£515	1/16 page	£55
1/2 page	£305	4 page cover wrap	£2775

Leatherhead & Villages

KT22/23/24* HOMES: **19,067**

INCLUDES: East Horsley, West Horsley, Effingham, Little Bookham, Great Bookham, Fetcham, Givons Grove

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1050	1/3 page	£270
Outside back cover	£785	1/4 page	£205
Inside front cover	£690	3/16 page	£140
Inside back cover	£640	1/8 page	£99
Full page (ROP)	£620	1/16 page	£57
1/2 page	£365	4 page cover wrap	£3190

*KT22 (0) are not covered

Petersfield & Villages

GU31-33 HOMES: **14,479**

INCLUDES: Petersfield, Liss, Greatham, South Harting, East Meon, Stroud, Buriton

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1000	1/3 page	£215
Outside back cover	£690	1/4 page	£170
Inside front cover	£595	3/16 page	£110
Inside back cover	£545	1/8 page	£89
Full page (ROP)	£515	1/16 page	£55
1/2 page	£305	4 page cover wrap	£2775

Alton, Bordon

GU34/35 HOMES: **26,821**

INCLUDES: Alton, Bordon, Golden Pot, Binsted, Holybourne, Kingsley, Headley, Beech, West Worldham, Medstead, Selborne, East Tisted, Four Marks, Chawton, Bentworth.

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1050	1/3 page	£270
Outside back cover	£785	1/4 page	£205
Inside front cover	£690	3/16 page	£140
Inside back cover	£640	1/8 page	£99
Full page (ROP)	£620	1/16 page	£57
1/2 page	£365	4 page cover wrap	£3190

Fleet, Church Crookham

GU51/52 HOMES: **19,658**

INCLUDES: Fleet, Church Crookham, Crookham Village

	(Ex. VAT)		(Ex. VAT)
Double page spread	£1050	1/3 page	£270
Outside back cover	£785	1/4 page	£205
Inside front cover	£690	3/16 page	£140
Inside back cover	£640	1/8 page	£99
Full page (ROP)	£620	1/16 page	£57
1/2 page	£365	4 page cover wrap	£3190





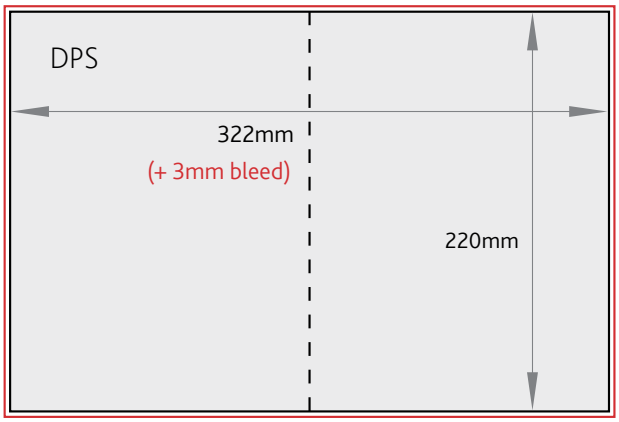
Display Advert Specifications

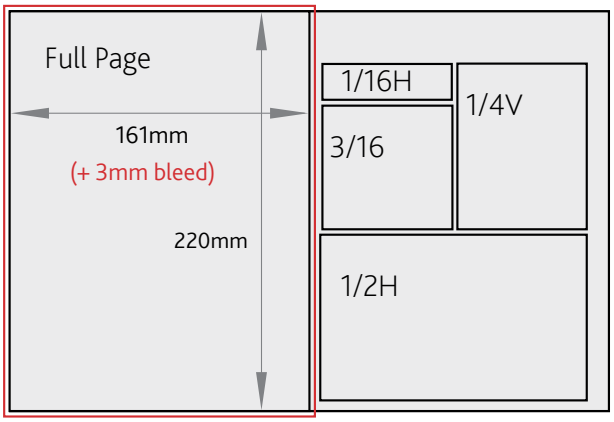
Ad sizes to suit your message

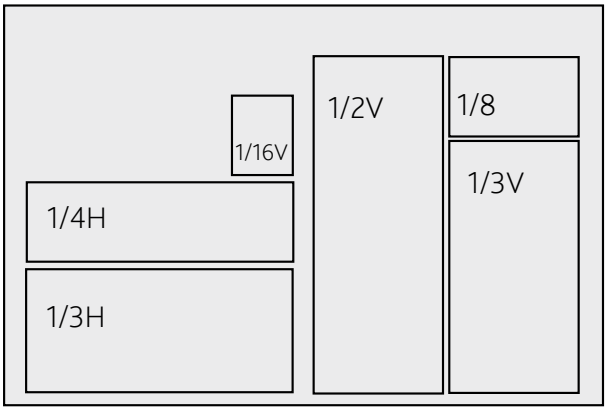
All supplied finished artwork for advertisements to be supplied as a high resolution PDF or JPEG at (300dpi) CMYK formatted. FP and DPS ads are required to be supplied with 3mm bleed.

Display advertisement sizes

	(width x height)
Double page spread	**322 x 214mm**
- type area	312 x 204mm
- with bleed	328 x 220mm
- gutter width	13mm
Full page	**161 x 214mm**
- type area	151 x 204mm
- with bleed	167 x 220mm
Half page (horizontal)	**147 x 91.5mm**
Half page (vertical)	**71.5 x 186mm**
1/3 page (horizontal)	**147 x 68mm**
1/3 page (vertical)	**71.5 x 139mm**
1/4 page (horizontal)	**147 x 44mm**
1/4 (vertical)	**71.5 x 91.5mm**
3/16 page	**71.5 x 68mm**
1/8 page	**71.5 x 44mm**
1/16 page (horizontal)	**71.5 x 21mm**
1/16 page (vertical)	**34 x 44mm**







Don't have advertisement artwork ready?

Not all businesses have the time or resources to produce their own advertising material.
Let us help you get your advertisement looking right with our **FREE PROFESSIONAL DESIGN SERVICE** available to all customers. Speak to one of our account managers for more details.

Discounts

More value for your budget

Discounts apply to display advertising, display classified advertising, classified lineage advertising and online advertising.

Get in touch for more information and a quote.

Multiple area discounts

Any 1 area	As rate card
Any 2 areas	10%
Any 3 - 5 areas	15%
Any 6 - 10 areas	20%
11 or more areas	Call us for a quote

Series discounts

In addition to multiple area discounts

Book for a 3 month period	5%
Book for 4-6 months	10%

Advertising agencies

Agency fee will only be paid by prior agreement at 10%.

T&C's

View our standard terms of business at ***www.roundandabout.co.uk/terms-conditions***

By placing an order for an Advertisement you agree to be bound by the Rate Card and our Terms.





Hyperlinks

Add a hyperlink to your advertising in our online editions from just £5 + VAT!*
Speak to us for more details

*£5 + VAT per area edition, per month

Classified Advertising

Budget-friendly, big impact

DISPLAY

Showcase your business with a small, eye-catching boxed ad in our **classified pages**. Add **images, colors, logos, and text**, all neatly placed under your relevant business category.

With sizes to suit every budget, prices start at just **£45 + VAT**.

Book a Classified Display contact **Alice Packham** on **01491 822758**
apackham@roundandabout.co.uk



LINEAGE

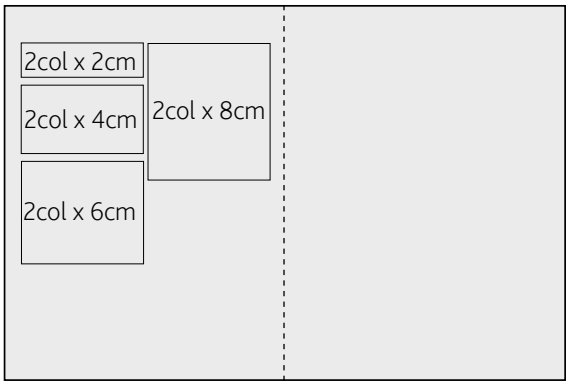
Perfect for **small businesses**, lineage ads offer a cost-effective way to get noticed. For just **£35 + VAT**, you get **28 words** in one area edition for a whole month. Need more words? No problem—it's just **50p per extra word**.

Want to make your listing pop? For an extra **£5 per area**, add **colour background** or **black border** to help it stand out

Book a Lineage Ad Contact **Vicki Charles** to discuss your options: **01491 822758**
vcharles@roundandabout.co.uk



DISPLAY CLASSIFIED SIZES



Classified display prices

	size (in mm)	cost (ex. VAT)
2 col x 2cm	71.5 x 20	£45
2 col x 4cm	71.5 x 40	£80
2 col x 6cm	71.5 x 60	£120
2 col x 8cm	71.5 x 80	£150

Inserts

Direct mailing with guaranteed reach





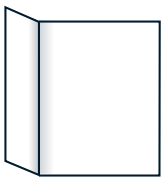


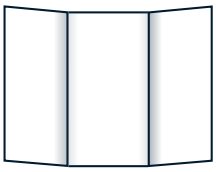
Get your leaflet directly into the hands of local readers by featuring it as an insert in the centre pages of our trusted magazine. With a cap of just **one insert per edition**, your message won't get lost in the crowd.

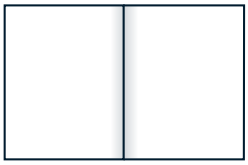
At **£50 + VAT per 1,000 homes** (minimum order: 10,000), you can send as many leaflets as you like. Plus, we offer discounts on larger runs!

Chat with one of our Account Managers to learn more. Below, you'll find examples of leaflet formats we carry, along with guideline costs for design, print, and distribution.

INSERT RATES*







Distribution	Single Page Folded once to **214x161mm** with **75mm** flap	Six Page Tri-fold Folded twice to size **214x99mm**	Four Page Folded once to **214x161mm**
10,000	£859.57	£892.03	£904.59
15,000	£1,173.28	£1,218.73	£1,237.60
20,000	£1,486.99	£1,545.37	£1,570.62
25,000	£1,800.66	£1,872.15	£1,903.66
30,000	£2,114.39	£2,198.82	£2,236.82
50,000	£3,369.01	£3,505.45	£3,568.82
150,000	£9,642.80	£10,039.12	£10,229.57
548,000	£34,480.35	£35,885.18	£36,570.11

*All prices are subject to VAT at 20%.

Digital Advertising

Expand your reach beyond print

We offer a variety of digital advertising solutions, accessible to businesses of all sizes and budgets.

Our options ensure you can effectively reach your target audience and enhance your brand's visibility.

WE OFFER

- Banner Ads on our website
- Sponsored Content on our website
- Newsletter Sponsors
- Social Media Packages

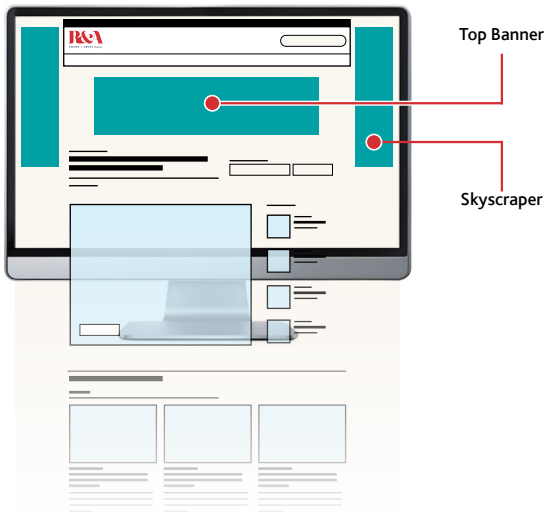
MONTHLY RATES

Round & About Website		
Ad Spaces	**Size**	(Ex.VAT)
Top Banner	**970 x 250px**	
Homepage		£175
County Page		£100
Skyscraper	**160 x 600px**	
Homepage - *Left or Right*		£150
Homepage - *Both*		£275
County Page - *Left or Right*		£100
County Page - *Both*		£175
Local Spotlight	**300 x 250px**	
Home Page		£150
County Page		£75
Lower Banner	**970 x 250px**	
Homepage		£100
County Page		£50
Whole site takeover		
Top Banner, Both Skyscrapers, 1x social media post on all channels		£500
Newsletter Sponsor	**1190 x 263px**	Get in touch

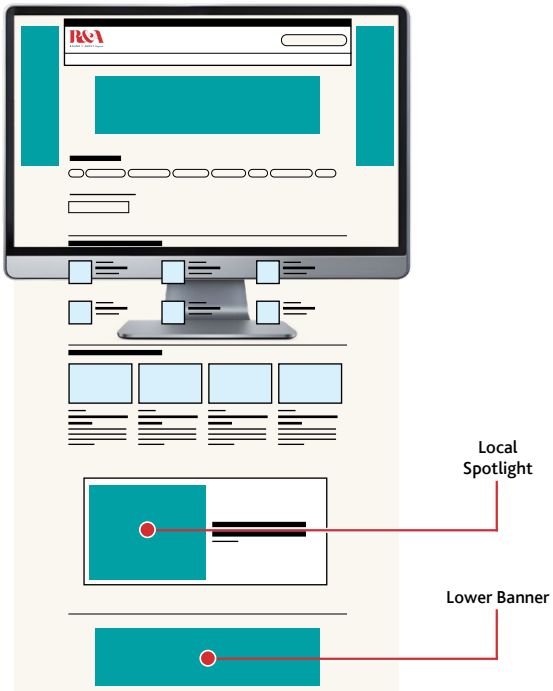
Sponsored Content	(Ex.VAT)
This includes 500 words text, images, logos and video links.	
Homepage	£250
County or Area Page	£100

Please get in touch for our latest digital statistics or to create a bespoke package deal for digital advertising.

Our Homepage



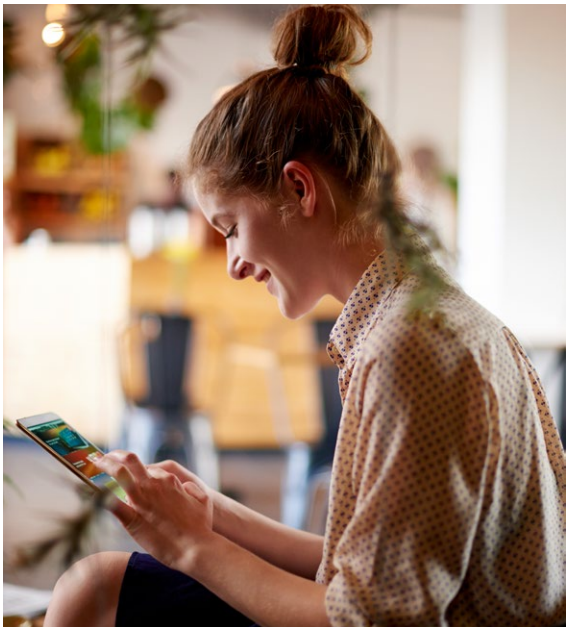
County Pages



Social Media Packages

Getting your name seen

Amplify your presence across our highly engaged digital community. Our tiered packages offer a seamless way to share your story on Instagram, Facebook, and TikTok. From consistent grid posts to immersive stories, we help your brand stay top-of-mind where our readers scroll most.





Social Media Packages	(Ex.VAT)
Silver	**£75**
2 posts in any one month period	
Across our 3 main channels - Instagram, Facebook and TikTok (Video content dependent)	
Gold	**£150**
3 posts in any one-month period	
Across our 3 main channels - Instagram, Facebook and TikTok (Video content dependent)	
1 Instagram story in the month	
Platinum	**£200**
3 posts in any one-month period	
Across our 3 main channels - Instagram, Facebook and TikTok (Video content dependent)	
1 Instagram story and 1 Facebook story during the month	

OUR SOCIAL MEDIA:

Facebook | Instagram | TikTok | LinkedIn | YouTube

Production Schedule 2027

Booking, Copy & Artwork Deadlines

Edition month	Region	Inclusion deadline	Drop date*
JANUARY	Surrey & Bucks	30 November 2026	28 December 2026
	Thames Valley	07 December 2026	28 December 2026
FEBRUARY	Surrey & Bucks	04 January 2027	25 January 2027
	Thames Valley	11 January 2027	01 February 2027
MARCH	Surrey & Bucks	01 February 2027	22 February 2027
	Thames Valley	08 February 2027	01 March 2027
APRIL	Surrey & Bucks	01 March 2027	22 March 2027
	Thames Valley	08 March 2027	29 March 2027
MAY	Surrey & Bucks	05 April 2027	26 April 2027
	Thames Valley	12 April 2027	03 May 2027
JUNE	Surrey & Bucks	03 May 2027	24 May 2027
	Thames Valley	10 May 2027	31 May 2027
JULY	Surrey & Bucks	31 May 2027	21 June 2027
	Thames Valley	07 June 2027	28 June 2027
AUGUST	Surrey & Bucks	28 June 2027	26 July 2027
	Thames Valley	05 July 2027	02 August 2027
SEPTEMBER	Surrey & Bucks	02 August 2027	23 August 2027
	Thames Valley	09 August 2027	30 August 2027
OCTOBER	Surrey & Bucks	30 August 2027	20 September 2027
	Thames Valley	06 September 2027	27 September 2027
NOVEMBER	Surrey & Bucks	04 October 2027	25 October 2027
	Thames Valley	11 October 2027	01 November 2027
DECEMBER	Surrey & Bucks	01 November 2027	22 November 2027
	Thames Valley	08 November 2027	29 November 2027

*This is the date that the Royal Mail begin delivery of each edition to homes.

Targeted Supplements

Seasonal focuses on the sectors that matter most.

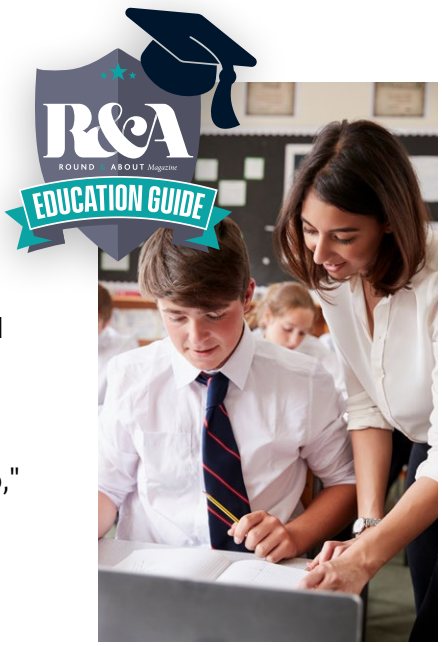
EDUCATION & SCHOOLS SUPPLEMENT

Published every January and September

Align your institution with excellence in our bi-annual Education Supplement. Each edition features bespoke, high-quality editorial exploring the topics that matter most to parents, from navigating SEN support and the latest educational technology to selecting the right academic path for their child's future.

Beyond traditional print, your school is featured on our "localised map," ensuring parents can find you at a glance. You also gain a presence on our interactive digital map, allowing you to showcase your school's video directly to our engaged readership.

Whether you are recruiting for the new academic year or the January intake, this feature provides a high-authority environment to reach families in the heart of their homes.



VIEW A RECENT SUPPLEMENT

ADULT HEALTH & SOCIAL CARE SUPPLEMENT

Published every February

Position your services within our highly anticipated annual Care Supplement. Each edition features bespoke editorial dedicated to the health and well-being of our older readers, from exploring the benefits of an active lifestyle and outdoor enrichment to navigating the various pathways of later-life support.

Whether you specialize in residential care, domiciliary services, or live-in support, this feature provides a trusted, high-authority environment to showcase your expertise. By advertising alongside our expert-led content, you can connect directly with families and individuals actively seeking care resources and lifestyle guidance, helping you grow your reach within the heart of the community.



VIEW A RECENT SUPPLEMENT

Digital Statistics

Measurable engagement across our digital community.

Round & About is a leading regional lifestyle platform reaching 18,000+ monthly readers across Oxfordshire, Hampshire, Surrey, Berkshire, Buckinghamshire and Wiltshire. Through high-quality editorial and strategic partnerships, we connect local audiences with trusted brands, experiences and businesses.

Audience Snapshot

OVERALL VISITS (per month)

Monthly Unique Visitors **18K+** Page Views **97K+** Avg. Session Duration **3m 39s** Pages per Session **4.92**

AUDIENCE SOURCES



Our **engagement rate** for the latest 30-day period (7 September–6 October 2026) was 90.99%, demonstrating a highly engaged digital audience. This is far above industry benchmarks (usually around 40-55% for local news), proving the audience is highly attentive.

A strong mix of direct and search traffic reflects high brand loyalty and sustained content discovery beyond social algorithms.

49% Direct · 26% Organic Search · 12% Email · 5% Organic Social · 8% Referral & Other

DEMOGRAPHICS

Interests / Behaviour:
e.g., Tech-savvy, Lifestyle, Fitness

69% of readers are **AB1**

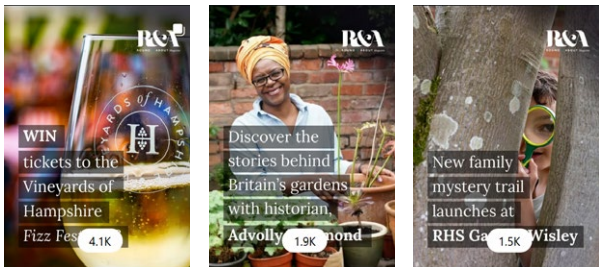
53 Median age

70% are aged 45+

71% Female **29%** Male

Social Media Presence

PLATFORM	FOLLOWERS / SUBSCRIBERS	IMPRESSIONS
Instagram	5,400+	24K+
TikTok		13K+
Facebook	2,800+	9.5K+

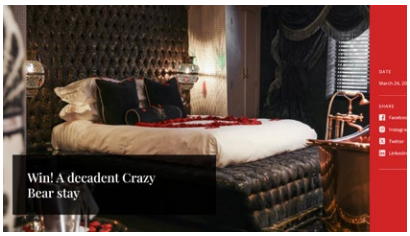


Content

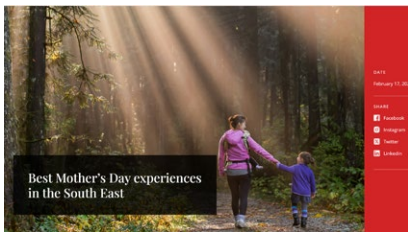
We create high-performing sponsored and editorial content across community, lifestyle, culture and food sectors.

- Advertorials
- Competitions
- Interviews
- Hot Lists
- Event previews
- Recipes

Sample Popular Content



Win! A decadent Crazy Bear stay



Best Mother's Day experiences in the South East



Oxford Literary Festival 2026

Newsletter subscribers

* general newsletter and competition combined

NEWSLETTER SUBSCRIBERS		OPEN RATE	CLICK-THROUGH RATE
TV:	11,833+	20.28%*	6.66%*
Surrey:	10,732+	20.74%*	6.93%*
Bucks:	2,410+	28%	12.6%

Avg newsletter CTR across all industries tends to fall around ~2.5% to 5%

Partnership Opportunities

We create high-performing sponsored and editorial content across community, lifestyle, culture and food sectors.

- Sponsored editorial
- Social media packages
- Premium display placements
- Competition partnerships
- Newsletter features
- Event collaborations

Previous partners

COSTA COFFEE

WAITROSE & PARTNERS

AllClear TRAVEL INSURANCE

Bupa

Boots

care UK

Get in touch

Start your advertising journey with us

Ready to grow your brand? Our expert team is here to help you navigate our print and digital options to create a bespoke campaign that delivers results.

REGISTERED OFFICE

Round & About Publications Ltd,
Windrush Innovation Centre,
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BUCKINGHAMSHIRE
01494 413216

sales@roundandabout.co.uk

FOLLOW US

www.roundandabout.co.uk

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ROUND & ABOUT *Magazine*