

# EXPLORER

YOUR MONTHLY GUIDE TO WHAT'S ON IN BIGGLESWADE!

**A NEW  
MONTHLY  
PUBLICATION  
FOR BIGGLESWADE**



MEDIA PACK

• MAY 2026

• ISSUE 1

Explorer is a free monthly magazine helping local people discover events, businesses, and hidden gems in Biggleswade.



A highly targeted local audience, picked up in venues by people who are already out, engaged, and spending.



## Why it works:

Picked up, not posted (higher engagement)

Locally focused content

Designed to be kept and used

Reaches an engaged local audience

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**Explorer is available  
in local venues across  
Biggleswade, including  
cafés, pubs, shops, and  
community spaces.**

**High-footfall locations | Local, engaged audience  
Picked up by people actively looking for things to do**

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## **Who you'll reach:**

Local residents

Visitors to Biggleswade

People already out spending money

People looking for local services and events

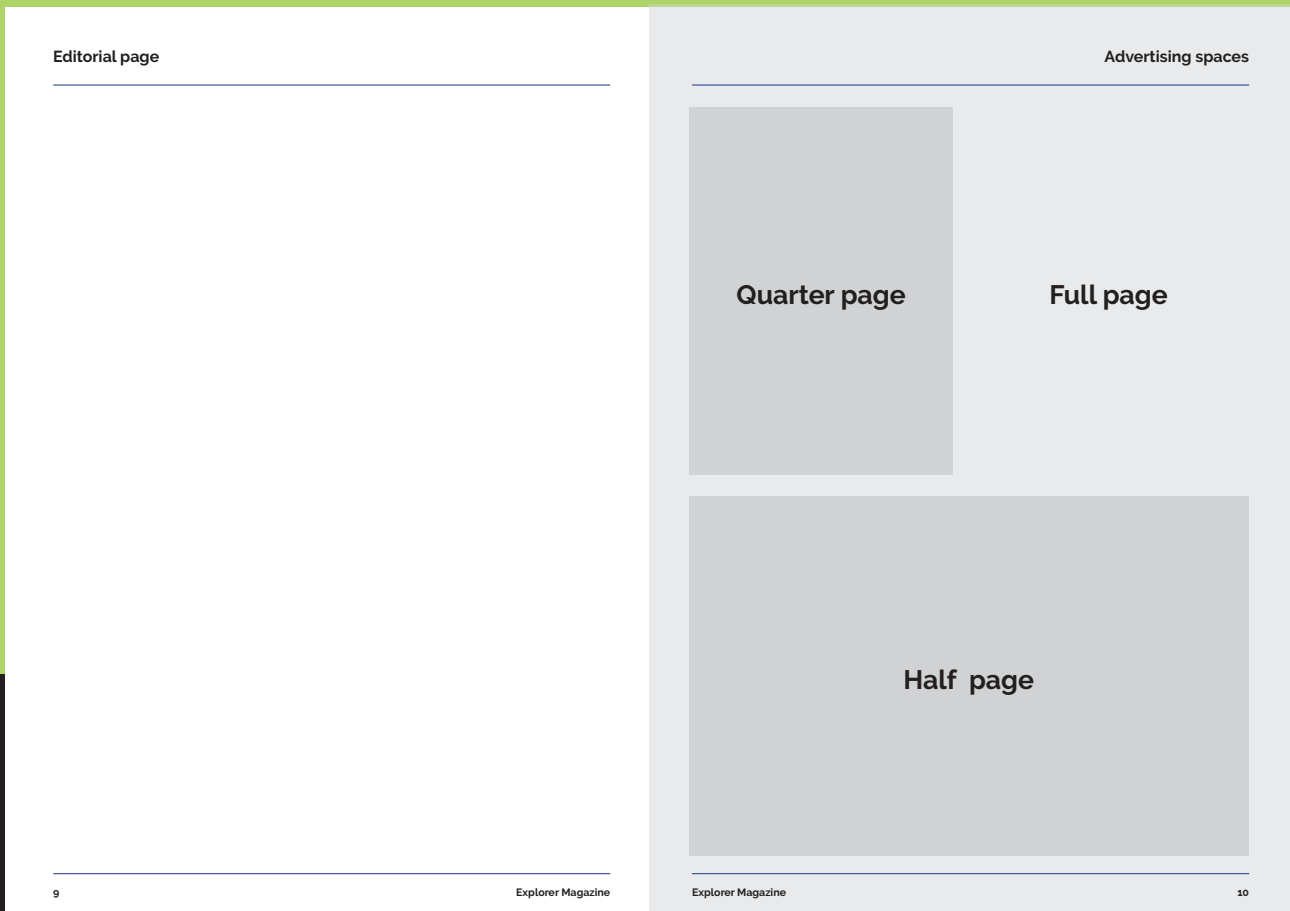
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# Advertising Options & Positions

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## Example Page Layout

Editorial on the left, adverts on the right for maximum visibility.



### Full Page

Maximum visibility  
Ideal for brand awareness

### Half Page

Strong presence  
Great balance of cost & impact

### Quarter Page

Cost-effective  
Perfect for smaller businesses

Premium positions available (inside front cover & back cover)

### Full Page

£200.00

### Half Page

£150.00

### Quarter Page

£100.00

### Premium:

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### Inside Front Cover

£250.00

### Inside Back Cover

£250.00

### Outside Back Cover

£400.00

## Advert specifications

Magazine size: A5 (148mm x 210mm)

### Full Page

W: 148mm x H: 210mm

(Don't forget to add 3mm bleed on each edge)

### Half Page

W: 130mm x H: 85mm

### Quarter Page

W: 60mm x H: 85mm

### File Requirements

- PDF (print-ready)
- 300dpi
- CMYK colour
- 3mm bleed where required

### Submission Info

Artwork deadline: [DATE]

Email: [info@swgraphics.co.uk](mailto:info@swgraphics.co.uk)

## Need help with your advert?

We can design your advert for you — just ask for details.