

# Faversham Town Council Newsletter Advertising Report

**Prepared by:** Rob Gibbs / Louise Bareham

**Date:** 26<sup>th</sup> November 2024

---

## 1. Introduction

This report provides an overview of interactions with potential advertisers for the Faversham Town Council (FTC) Newsletter. The purpose is to highlight the outcomes of these engagements and identify potential future advertising opportunities.

## 2. Potential Advertiser Engagements

### 2.1 Business 1

- **Initial Inquiry:** April 2024
- **Follow-Up Status:**
  - Rates were provided in April 2024.
  - Contact indicated that the business was undergoing structural changes and would reconsider advertising once those changes were complete.
  - In October 2024, RG followed up, and contact confirmed ongoing interest but deferred advertising for the current period.
  - **Current Status:** Expressed interest for future advertising; requested regular follow-up reminders.

### 2.2 Business 2

- **Initial Inquiry:** April 2024
- **Follow-Up Status:**
  - Rates were provided in April 2024, but contact declined due to cost concerns.
  - In October 2024, during a follow-up, she reiterated that the cost remains prohibitive and highlighted high visibility in the town centre as a reason for not prioritising newsletter advertising.
  - Additionally, she noted limited success with previous paid advertisements, including a recent investment in Cene magazine.
  - **Current Status:** Not interested in advertising at this time.

## 2.3 Business 3

- **Initial Inquiry:** April 2024
- **Follow-Up Status:**
  - Rates were provided in April 2024.
  - No response was received from initial or follow-up communications.
  - **Current Status:** No engagement or expressed interest.

## 3. Summary of Findings

- **Interest and Follow-Up:**

While initial interest was expressed by some businesses, cost concerns and internal business changes impacted decisions to proceed with advertising. Continued follow-ups are essential to maintain relationships and secure future opportunities.
- **Cost Sensitivity:**

Potential advertisers cited budget constraints as a key deterrent. This suggests a need for reviewing advertising rates or offering flexible pricing options.

## 4. Recommendations

### 1. Review Charges:

It is recommended that advertising rates are significantly reduced as follows (all prices quoted are ex VAT):

	Current	Recommended
Quarter page	£125	£75
Half page	£240	£110
Full page	£400	£165
Back page	£550	£200

### 2. Flexible Pricing Options:

Explore offering promotional discounts or customised packages to attract cost-sensitive businesses ie discounts for booking 4 editions.

### 3. Appeal:

There was little interest shown in our initial communications regarding advertising opportunities and we did not include costings until direct approaches. Any contribution towards printing costs would be a bonus.

Prepared for the Policy and Resources Committee

2<sup>nd</sup> December 2024