



# The Wirral Way

Local marketing for West Kirby, Hoylake,  
Heswall and the surrounding areas

A quarterly A5 magazine

**3,000 print copies** distributed via customer-facing businesses in West Kirby, Hoylake, Heswall and surrounding areas.

**Digital edition** shared with our mailing list, social media followers, and on [thewirralway.co.uk](http://thewirralway.co.uk)

**100% opt-in readership** – I hand deliver copies to venues, where readers choose to pick it up, so there's no waste. That means we don't need a huge print run to make a big impact.

Readers look out for every edition, for regular features like:

- Local events and news
- Exclusive special offers
- Community/local history
- Free promotion for non-profits
- Children's pages
- Health and wellbeing section

**[thewirralway.co.uk](http://thewirralway.co.uk)**





	<b>Half Page £100</b>	<b>Full Page £200</b>	<b>Inside Back/ Front £225</b>	<b>Back Cover £275</b>	<b>Centre Double Page £430</b>
<b>Campaign consultancy</b>	✓	✓	✓	✓	✓
<b>Copywriting</b>	✓	✓	✓	✓	✓
<b>Graphic design</b>	✓	✓	✓	✓	✓
<b>Web link on the digital edition</b>	✓	✓	✓	✓	✓
<b>Event Sponsorship</b>	+ £60	+ £60	+ £40	✓	✓

Packages can be tailored

### **Stand-alone marketing consultancy**

£100 per hour (ask for half day/full day rates)

**Sponsorship only | event management & hosting available on request**

**Now taking bookings for edition 4,  
SUMMER 2025**

## **Deadlines**

Edition 4, July 2025:  
Edition 5, October 202

15<sup>th</sup> June  
5th September

## **Design specifications**

All artwork must be supplied by the booking deadline.

If we're designing your ad, that means any high-resolution images and logos you'd like us to use. If you are supplying your own design, please send it as per the following specification:

Full page - 216mm x 154mm (includes 3mm bleed)

Half page - 111mm x 154mm (includes 3mm bleed)

Completed artwork must be supplied in high res PDF

**Book a chat. Let's talk about how The Wirral Way could work for your business.  
Call or WhatsApp: 07917 042 104 | email: [wirralwaymag@gmail.com](mailto:wirralwaymag@gmail.com)**

**[thewirralway.co.uk](http://thewirralway.co.uk)**