

Advertisement

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Best of Welsh and Borders

Welsh Country's 'Best of Welsh and Borders' food and drink directory is a low-cost marketing solution that offers a more targeted and effective approach compared to traditional advertising. It is specifically designed to help small to medium sized businesses in Wales promote their produce to a wider audience via our multimedia offering of Welsh Country magazine, website, Facebook, Twitter, Google+ & LinkedIn.



In every issue of Welsh Country magazine, we have a very successful food and drink section that consists of: the paid-for **Best of Welsh & Borders** food and drink directory, which is the largest sustainable directory of its kind in Wales; our recipe feature, Welsh Kitchen, which showcases seasonal dishes; our Welsh Food Larder editorial pages, and Where to Eat advertising feature, dedicated to sharing the latest news from Welsh Country food members. We are convinced that we have the best food and drink section of any Welsh magazine.

The directory itself sits within the food section of the magazine and assumes an editorial slant, thereby offering value to readers and advertisers alike.

The magazine advert can, if required, be amended for each issue at no extra cost. The space for wording within the magazine is limited, but the website can have much more wording and additional pictures, also at no extra cost. The website entry has 3 components to it:

1. A main 'home' style page with your introduction always at the top followed by the posts in chronological order.
2. A listing in the **Best of Welsh & Borders** section for your area within Wales. This has a 'Read more' link to your full page.
3. Your news style blog posts will appear in chronological order in our website 'News Around Wales' pages. This will also be linked to that post/story in your full page.

Price

Length of advertisement	Number of issues	Cost (excluding VAT)	Cost (including VAT)	Option to pay via Standing Order (including VAT)
1 year	6	£150.00	£180.00	£16.00 per month

Examples below of some directory adverts comprising company name, location, telephone number, web address and 30 words of description. We also make space for a few appropriate product photographs per page.



NORTH WALES

Welsh Lady Preserves, Gwynedd

We have been proudly crafting jams, curds, chutneys mustards and sauces since 1966. Lovingly handmade in open copper pans, our award-winning preserves are made with care by our family to yours.

☎ +44 (0)1766 810496

🌐 www.welshladypreserves.com

Forte's Ice Cream, Conwy

We make each of our ice creams from our original 1926 recipe using only the finest ingredients. 35 amazing flavours of ice creams, sorbets and frozen yoghurts on offer!

☎ +44 (0)1492 876739

🌐 www.fortesicecream.co.uk



Blas ar Fwyd, Llanrwst

Blas ar Fwyd is a North Wales based fine food & wine retailer, wholesaler & caterer with a Wales-wide distribution network, quality delicatessen and cafe-bar.

☎ +44 (0)1492 640215

🌐 www.blasarfwyd.com

Cariad Bakery, Isle of Anglesey

"Love Gluten Free" award winning scrummy cakes, bakes and natural confectionery handmade with love not gluten by mother and daughter team. Loved by Coeliacs, with dairy free cakes available too.

☎ +44 (0)1248 471080

🌐 <https://cariadbakery.cymru>

Hufenfa'r Castell, Harlech

Delectable dilemmas of delicious ice cream, Welsh whole milk, double cream, British sugar blended with fresh fruits and flowers from the hills & gardens of Harlech. Magical flavours from spring to autumn.

☎ +44 (0)7810 164547

🌐 www.hufenfa.co.uk

Toffoc Ltd, Anglesey

Triple distilled finest UK grain vodka, infused with our unique toffee, giving that golden taste only found in TOFFOC. Available from all Welsh ASDA stores.

☎ +44 (0)1248 852921

🌐 www.toffoc.com

The Hut, Mold

Our custom-made shepherd's hut is located on the slopes of Moel Famau, serving artisan coffee and homemade cakes to hungry walkers and cyclists. Opening hours vary (see website for details)

☎ +44 (0)7906 402 074

🌐 www.thehutmoelfamau.com

Conwy Brewery, Conwy

Cask and bottled ales of the highest quality with the best range in north Wales. We are proud of our Welsh roots; all beers are brewed and bottled at our brewery.

☎ +44 (0)1492 514305

🌐 www.conwybrewery.co.uk

Purple Moose Brewery, Gwynedd

Award-winning brewery producing five beers in cask conditioned & bottled format. Also a new craft range introduced in 2017. Available throughout Wales and beyond, but also from our online shop.

☎ +44 (0)1766 515571

🌐 www.purplemoose.co.uk

Condessa Welsh Liqueurs, Anglesey

Situated on the Isle of Anglesey, Condessa specialise in the production of award-winning liqueurs: Original Welsh Cream, Praline Welsh Cream, Apricot, Black Cherry & Sloe Gin.

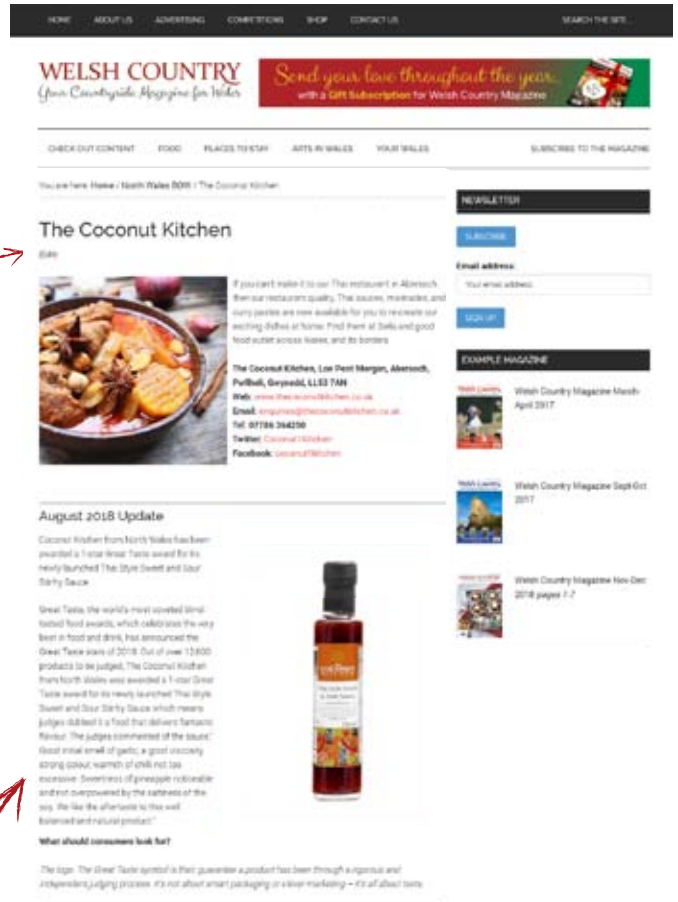
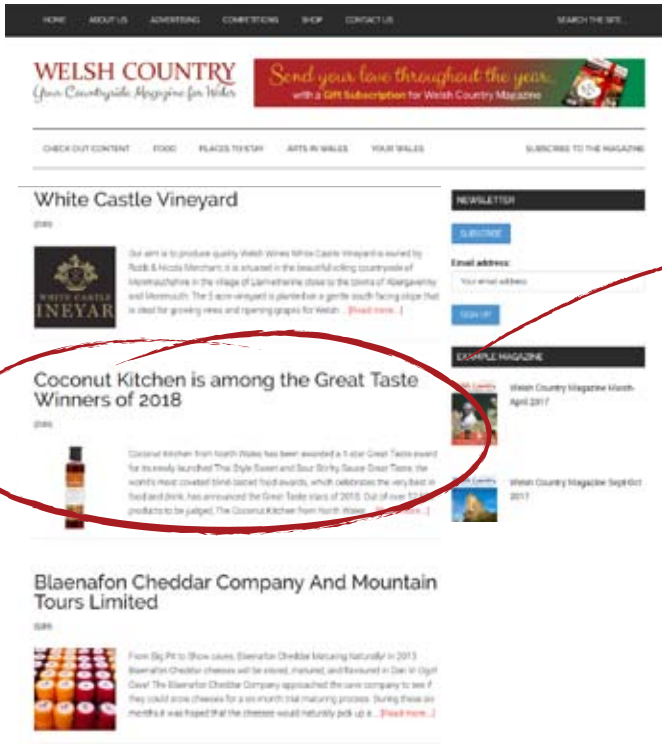
☎ +44 (0)1407 730021

🌐 www.condessa.co.uk

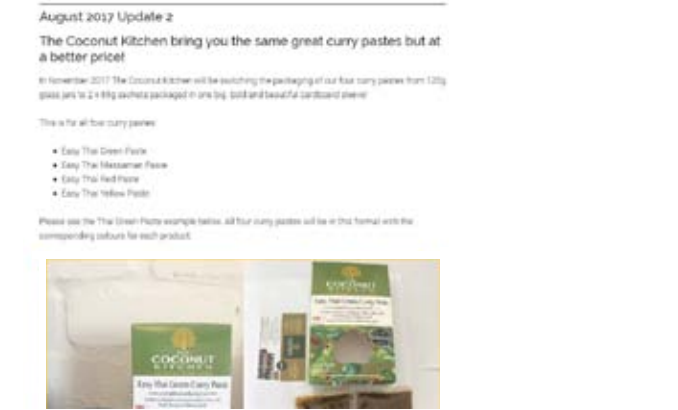
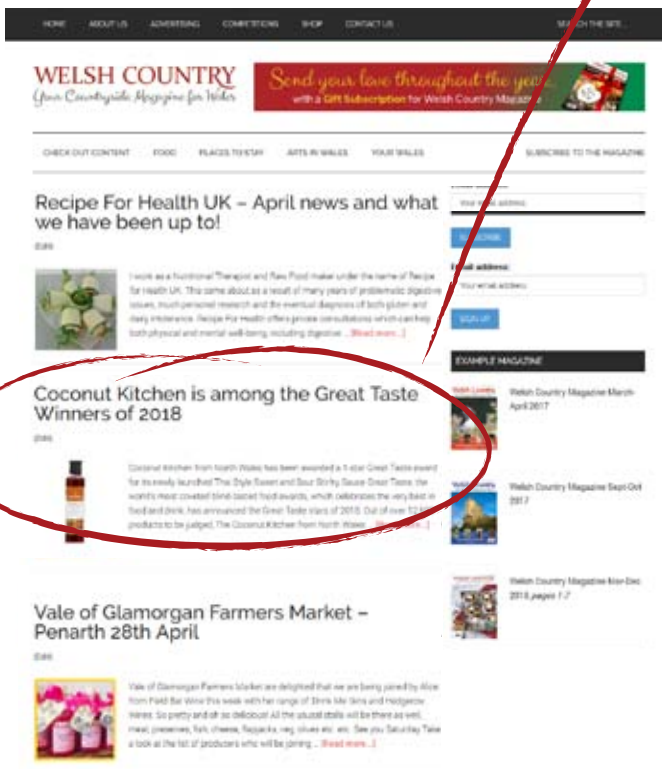


Best of Welsh & Borders
 Listing, with 'Read more' link to customer page

Customer page
 Generic entry, followed by posts in date order



Welsh Food News
 Posts in date order, with link to section on customer page



What do I get for my money?

- A listing in the **Best of Welsh & Borders** directory in six issues of Welsh Country, comprising company name, location, telephone number and web address and 30 words of description. The description can be changed each issue, if required, the choice is yours.
- You can send in product images for possible inclusion within the **Best of Welsh & Borders** directory pages. In every issue, a selection of different product images are featured next to their listing.

In addition, the Best of Welsh & Borders offers the following benefits:

- Your own area within our website. (This can be updated and added to at any stage so as well as giving a company/product/s description, new launches/offers/awards.)
- The opportunity to submit recipes for the regular magazine recipe feature Welsh Kitchen. This recipe does need to fit certain criteria for the magazine, basically a high resolution photograph, about 200 words and seasonal.
- Cross selling. Helping to raise awareness of what foods you use or sell by connecting brands across our media.
- Constant updating of any relevant news that we come across as media, that you may not get to hear about - so most weeks, about 2 emails, but around periods such as the Royal Welsh Show, it could be more.
- Editorial opportunity within Welsh Country magazine on our Food Larder page. This is limited to 200 words plus an image.
- Lobbying. Welsh Country magazine is in constant contact with representatives of the Westminster Government and the Welsh Assembly and the Welsh Food marketing department. We have successfully taken up many issues on behalf of companies, who may or may not want to be identified and with considerable success.
- A voucher copy of Welsh Country magazine sent to your door each issue.

The advert is for a year and during that period we would include your business description and contact details etc., in the magazine and on our website. In addition to that, anything you send us in terms of news, images etc., will go onto our website and be considered for the magazine in our Food Larder page.

We maintain an on-going dialogue with both the **Best of Welsh & Borders** members about any foodie news we hear on the circuit that may be relevant to you.

Basically, the more you can send to us, the more we'll be able to do for you promotionally. We also include company profiles on the website so you'd have a detailed description of your business and background there too. In addition to that, any press releases you send to us will go onto our website also being shared across **Facebook, Twitter, Google+, LinkedIn** and be considered for inclusion in the magazine.

Our mission statement says:

Welsh Country will create a good and vibrant market for all clients who need advertising, promotion and marketing. In creating this market, the philosophy of sharing and co-operating together with those that work with Welsh Country, is paramount to each other's mutual benefit of developing enthusiastically, satisfied customers.

We are so confident about our work with our **Best of Welsh & Borders** subscribers that we ask you to contact any of them to get their opinion of Welsh Country magazine.

Existing advertiser display advertising rates:

Existing advertisers are offered display advertising in Welsh Country Magazine at a more competitive rate:

¼ page £150+vat

½ page £300+vat

