

# The Archer

Local News is our Aim



## Reach your local customers by advertising in *The Archer*

The Archer is the East Finchley community newspaper and is produced and distributed each month entirely by volunteers. We deliver it to over 9,000 East Finchley homes and businesses in the N2 postal code area, starting on the first weekend of each month.

We regularly receive positive feedback from right across the community. Our paper is read from cover to cover by most of our readers, who welcome our unique focus on East Finchley events, issues and features, in contrast to the other North London local papers. So if you want to share in our success, why not consider advertising in The Archer?

Adverts in The Archer are interspersed with the articles and pictures throughout the paper, rather than being consigned to back pages that carry only adverts.

Take a look at these mock adverts to see a few examples of the many different sizes and styles that we can offer. Alternatively you could look through any recent issue of The Archer to see examples of different adverts in practice.

### Walk Tall Shoe Shop

Platform soles and  
stacked heels  
our speciality



1234 Main St.  
Telephone 123-456-789

**New!**  
The entrance to our  
shop now features  
extra padding in case  
you forget to duck!

### Large Appetites Restaurant

Make sure you wear loose trousers!  
No. 1, Food Street, East Finchley N2 8BB

### SPARKLING JEWELLERS

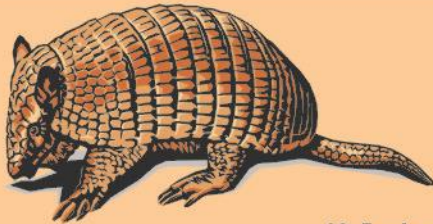
*Rubies are red, emeralds are green...  
but diamonds are forever!  
Stake a claim on her heart  
with a fine ring from us.*

5678 Main St.  
TELEPHONE 987-654-321

**HALLOWEEN  
COSTUMES**



**CONTACT  
SCARY TOGS ON  
07891 234 567**



**For unusual and exotic pets visit  
The Animal Bazaar**

We always keep a wide selection,  
and provide advice on care and feeding.

99, Aardvark St. East Finchley, N2 1AA opposite Cherry Tree Wood

As you will see from the following chart, our rates are very competitive, starting from £20 for a small, single column advert, with larger, multi-column adverts costing proportionally more, and with discounts for repeat orders.

<b>Mock Advertiser Name</b>	<b>Size</b> <i>(columns / cms)</i>	<b>Colour</b>	<b>Cost for</b> <b>1 month</b>	<b>Cost per month</b> <b>for 12 months</b>
<b>Walk Tall Shoe Shop</b>	1 / 10	✓	£65	£39
<b>Large Appetites Restaurant</b>	2 / 3		£30	£18
<b>Sparkling Jewellers</b>	2 / 6		£60	£36
<b>Scary Togs</b>	1 / 4		£20	£12
<b>The Animal Bazaar</b>	3 / 4	✓	£78	£46.80

You can commission your own artwork or ask us to provide simple layouts (for which there is no cost) and we are happy to help you with either. We aim to make it as easy as possible to advertise in The Archer, whether you have experience of advertising in the press already, or this is your first time.

Contact us for advice and a quote without obligation,  
by emailing us on: [advertising@the-archer.co.uk](mailto:advertising@the-archer.co.uk),  
leave us a voicemail on: 0800 612 4027,  
go to our website at: <http://www.the-archer.co.uk>,  
or write to us at: The Archer, PO Box 3699, London, N2 2DE.

Please note that the copy deadline for each issue is 3 weeks before distribution commences, so to be sure that your advert is published in the month that you prefer, we advise that you contact us several days before the deadline.