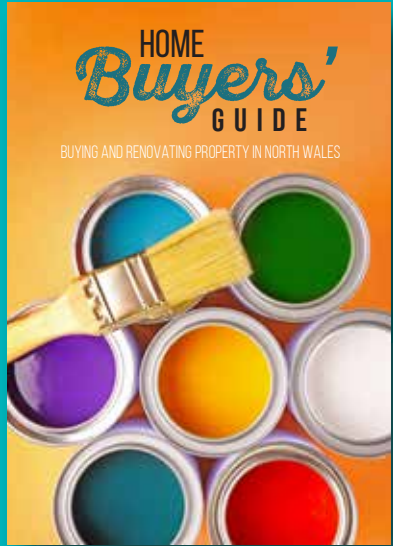




# HOME Buyers' GUIDE

BUYING AND RENOVATING PROPERTY IN NORTH WALES



# About



**The Home Buyers' Guide is a biannual publication that is distributed via estate agents across North Wales. It contains valuable advice for those people who are looking to take their next step on the property ladder – be they first time buyers, homemovers or downsizers.**

Features include hints and tips on the buying process, packing, legal, mortgages, storage, moving day, stamp duty and changing your address.

There are also articles on home improvements and renovation for once the buyers have collected their keys and want to make their new house a home...

The Home Buyers' Guide is an invaluable tool written especially for those people in North Wales who are looking to move home in 2020

# HOME *Buyers'* GUIDE



BUYING PROPERTY IN NORTH WALES

## Distribution

**With specific targeted distribution, we can guarantee that each and every one of the 10,000 copies that we print every year is going to be eagerly picked up and enthusiastically read from cover to cover by people looking to move house – your precise target market.**

As well as the printed edition, a digital version of the Home Buyers' Guide will also be available online. In addition, our sister website [homesinnorthwales.co.uk](http://homesinnorthwales.co.uk) will be updated regularly with news and articles, while our social media presence will ensure that readers always have their finger on the local homebuying pulse...

This combination of a large print run and targeted media presence will result in around 25,000 readers per year – readers that are actively looking to buy a house in North Wales this year!





# Rate card

<b>Quarter Page</b>	<b>£90</b>
<b>Half page</b>	<b>£150</b>
<b>Full page</b>	<b>£260</b>
<b>DPS</b>	<b>£400</b>

*All prices are plus VAT*

The Home Buyers' Guide is published biannually – every Spring and Autumn. The key, from an advertising point of view, is that these prices have a six-month shelf life as each issue will be distributed continuously via estate agents for the entire six-month period.

***The question is, from just £15 per month, can you afford not to advertise in the North Wales Home Buyers' Guide?***

**MOVING MOUNTAINS**

Ok, well maybe not mountains as such – but moving the entire contents of your house is no mean feat at any rate...

Moving house, or rather its contents, is a rather stressful undertaking. The trick is to plan your removal well beforehand, and don't leave it until it's too late to book either a removals firm or storage – or both!

When you are asking for removals quotes remember things like your garden shed, contents of your loft and garage and garden furniture. These are often big ticket items that can fill a van on their own and could alter the price of your quote dramatically.

Many removals companies offer a full packing service, but if you are undertaking it yourself then make a list to help you to record what's in each box or container. Devise your own system, but keep it simple and ensure that it will allow you to easily identify where everything is. BOCSS Self Storage in Mochdre has a range of labels available so that you know exactly what is packed where.

And, regardless of whether your boxes are going straight to your new home or into storage for a while, make sure that they aren't over or under filled. Overfilling will make the boxes very heavy to lift and will run the risk of splitting them at the bottom, while partially filled boxes may collapse if heavy items are placed on top of them.

It is essential that you have plenty of padding, bubble wrap, cartons and containers. You will also need lots of string and parcel tape, but try to avoid newspaper as the print will rub off on your belongings.

As far as your soft furnishings go, make sure that you use mattress covers and settee covers, and ensure that you don't place heavy items with sharp corners on top of sofas and other upholstery – as these can be damaged quite easily if you do this.

Start packing two or three weeks in advance, keeping only essential items aside until the last day or two. These will include things like your credit cards, keys, wallet, phone and medication – and the kettle! Moving house is thirsty work after all...

**BOCSS Self Storage**  
[www.bocss-storage.co.uk](http://www.bocss-storage.co.uk)

Home Buyers' Guide 2010 Page 27

# Important dates

## Issue

**Spring 2020**

## Artwork deadline

**Friday 27th March**

## Publication Date

**Thursday 9th April**

## Issue

**Autumn 2020**

## Artwork deadline

**Friday 2nd October**

## Publication Date

**Thursday 15th October**

*We are a pretty speedy bunch here at the Home Buyers' Guide so, even if you don't have any artwork in place, then fear not we will be able to turn something around for you – no matter how close to deadline we are!*

# Artwork

## QUARTER PAGE

A6 PAPER SIZE:  
105MM (WIDTH)  
X 148MM (HEIGHT)

## HALF PAGE

HORIZONTAL ADVERT:  
A5 PAPER SIZE – 210MM (WIDTH)  
X 148MM (HEIGHT)

## VERTICAL ADVERT:

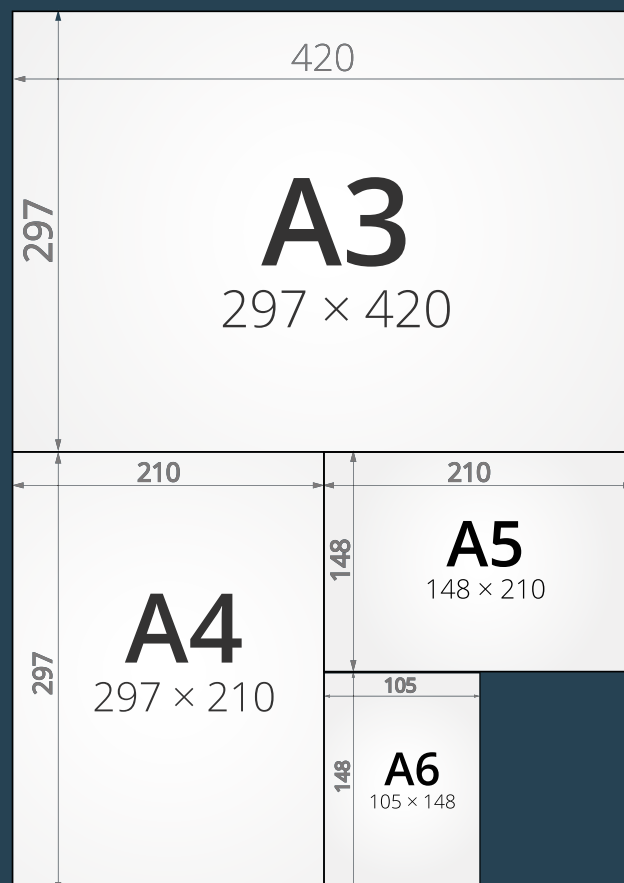
105MM (WIDTH) X 297MM (HEIGHT)

## FULL PAGE

A4 PAPER SIZE:  
210MM (WIDTH) X 297MM (HEIGHT)  
PLUS ADD 3MM TO ALL SIDES FOR BLEED

## DOUBLE PAGE SPREAD

A3 PAPER SIZE:  
297 MM X 420 MM  
PLUS ADD 3MM TO ALL SIDES FOR BLEED



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