



Addiscombe & Shirley Park Residents Association

Advertising Manager's Report

AGM 2015

We continue to lose some of our long-term advertisers but we also have gained a few new ones. Revenue is slow because most buy advertising for four issues in advance and we only published two magazines in 2014.

Our Web site advertising has been static and we will soon lose one long term advertiser.

In the November 2014 Magazine we had almost 13 pages of advertising (one in colour) out of 44 pages. In the 2012 equivalent we carried 14 pages of advertising out of 32 pages.

We are not alone:

In just more than a decade, from 2000 to 2013, advertising revenue for America's newspaper fell from \$63.5 billion to \$23 billion (source www.theatlantic.com).

National newspaper display and classified advertising in 2014 will fall 10.5% year-on-year to £971m, according to GroupM. Newspapers' digital ad revenues were increasing, but not enough to offset the print decline (source www.theguardian.com).

We thank companies that have ceased trading, or no longer wish to advertise:

Bingham Hire Centre, Leslie's Fruiterers, Walsh Skip Hire and Shirley Park Podiatry & Chiropody – all long-term supporters of our neighbourhood and magazine.

So if you know any local small business friends who want to grow their local trade please let me know, or better still suggest they advertise with us and support ASPRA. Advertising rates & the order form are at www.theaspra.org.uk/magazines.php