

ABOUT US



DNG Media is the largest independent publisher and printer of newspapers in Dumfries and Galloway with around 36,000 newspapers printed, circulated and distributed every week.



The Company publishes and prints the paid titles of the Annandale Series – Annandale Herald, Annandale Observer and the Moffat News as well as Dumfries Courier a free newspaper which is distributed directly into Dumfries, Castle Douglas, Dalbeattie, Thornhill and surrounding communities.

The company has local type setting, design and printing. This means that we can offer a comprehensive local service that meets clients' needs and that we offer realistic later deadlines and flexibility for our clients, as well as providing a comprehensive audience for their businesses through our range of publications.

Other company activities include newspaper printing, design and type setting and more specialist publications.

Managing Director	Bill Laidlaw
Sales and Marketing Director	Graeme MacGregor
Editor	Bryan Armstrong
Production Supervisor	Brian Johnstone

THE BENEFITS OF LOCAL NEWSPAPER ADVERTISING



The most widely read newspaper by a wide margin in the Lower Annandale area with a readership of over 15,000. Founded in 1857 as a monthly, the paper changed to weekly frequency four years later. In the seventies, it was the first in the area to make regular use of web offset printing.

- > **Sells more papers in its area each week than any other title — around 6,800 copies**
- > **More readers in this area than any other within 20 minutes drivetime of Dumfries or Carlisle.**
- > **Carries strong local stories and advertising including family announcements, local government notices etc.**



The Annandale Herald serves the wide rural area of mid-Annandale including the towns of Lockerbie and Lochmaben. The market leader in its area, it is extremely well-established and is promoted through the Annandale Herald Office in Lockerbie High Street.

- > **Sells more papers each week in its area than any other title — over 3,000 copies**
- > **Higher percentage (36%) of wealthy achievers, affluent greys and prosperous pensioners in Lockerbie than national average**
- > **Identifies with the local community — local issues, sport and letters column.**



While being one of the smallest circulation newspapers in the country, this title has unbeatable coverage in this tight-knit but very prosperous community. Moffat is a town with a strong tourist attraction which offers a wide variety of events throughout the year.

- > **Sells more papers each week in its area than any other title — over 1,000 copies**
- > **A greater percentage (55%) of wealthy achievers, affluent greys and prosperous pensioners in Moffat than the national average (19%)**
- > **Only twenty minutes drivetime from Dumfries**



First published in 1809, the Dumfries Courier is the oldest independent Dumfries newspaper in production today. It merged with the Dumfries Herald in 1833 and became part of The Dumfriesshire Newspapers Limited in 1929. In 1939 as part of wartime stringency, it ceased publication but with the advent of web offset technology, was re-launched as a free newspaper in 1977.

- > **Around 25,000 copies distributed in its area each week**
- > **Respected as a high quality free newspaper offering the highest household coverage in its area**
- > **Delivered on the day that readers prefer carrying the latest news of the week**
- > **A key planning tool for the weekend — where to shop, what car to look at, where to go for entertainment**



DNG MEDIA WORKING FOR YOU

Individual Titles For Individual Markets



When it comes to media choice in South West Scotland, many businesses select DNG Media, a local company that has its roots firmly in South West Scotland.

The advertising sales team is focused on providing marketing solutions to local and national businesses. DNG Media encompasses these solutions, from individual newspapers in their specific market areas, to the most appropriate sections of the newspapers, leaflet inserts, sponsorship opportunities and special publications throughout the seasons of the year, as well as embracing the latest technology.

We put considerable emphasis on our aim of offering businesses different options to meet their requirements. We are able to create specifically designed adverts for use in our titles, leaflet campaigns and special publications targeted at specific markets.

Each of our four local newspapers is an integral part of their community and as such, they are well read and respected.

DNG Media products reflect local life and with exceptionally high levels of household coverage and readership, are able to target audiences cost-effectively.

"We appreciate the flexibility of targeting our properties to specific areas and the assistance given to our marketing ideas."
J Hunter, Solicitors Property Centre

"We know that any advertising we do with you will reach our target local shoppers." **J Dow, Gretna Gateway**

"We have used your titles as our main advertising platform for many years and have found them most effective. We also appreciate your ideas for maintaining a high profile in the region." **E Graham, Grierson and Graham**

"We use DNG to target our audiences in both Annandale & Eskdale and Nithsdale. A great method of communicating with the council." **Stuart Hamilton, Dumfries and Galloway Council**

"Having advertised regularly with the Courier since 2001, we appreciate the personal service they offer, giving guidance if required together with useful innovative ideas. The Courier and associated titles is locally produced with local news and topics of interest for the local readership and provides us with a cost efficient means of reaching our own target market." **Remax, Dumfries and Annan**

"As a local marketer, I rely heavily on the regional media and the coverage they provide to promote the university of Paisley in Dumfries and Galloway. DNG Media therefore provides me with access to a regular audience throughout both Annandale and Dumfriesshire with their four weekly publications, and I have no reason to doubt that this will only increase as a result of developments." **Caroline Bell, Marketing Officer, University of Paisley Campus, Dumfries**

NEWSPAPER ADVERTISING WORKS

Local newspapers are read by four in five people (placing them second to television in terms of all media consumed).



AUDIENCE LOCALITY:

- > 82% of people spend half or more of their time within five miles of home.
- > 78% of people spend half or more of their money within five miles of home.

AUDIENCE INVOLVEMENT:

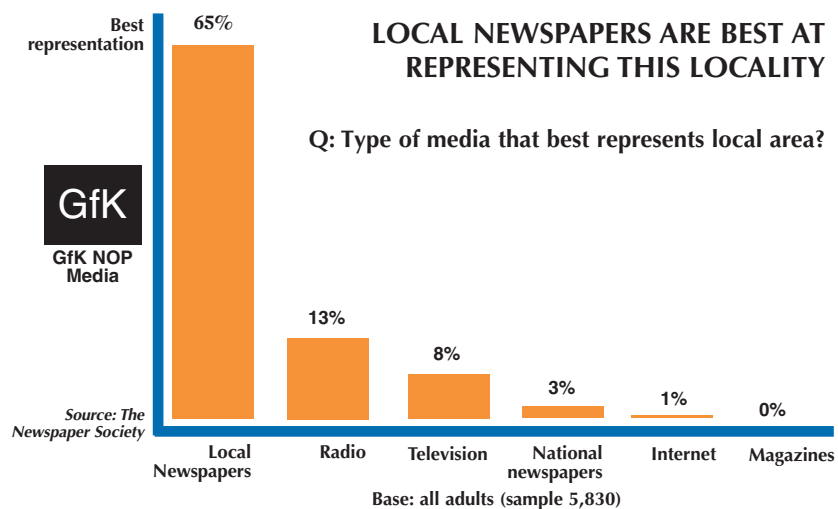
- > On average local newspapers are kept for research purposes for over a week.
- > Four in five readers of regional daily newspapers read half or more of the paper. Advertising content in local newspapers has a high readership. Advertising is read by 64% of readers, compared with the editorial which is read by 78%.
- > Regional newspaper advertising was noticed more than TV, magazine, national newspaper, internet and radio advertising.
- > Regional and local newspapers received the top score for the relevance and usefulness of its advertising, followed by magazines.

AD AVOIDANCE (a major industry issue):

- > Regional press is the medium which consumers are least likely to prefer without advertising. Over half of all respondents said they would prefer it if there were no ads on TV and 37% said they would prefer it if there were no ads on the radio. Just 14% of people said they would prefer it if their local newspaper did not contain any advertising.
- > Ad avoidance was most common with TV (47%), followed by national newspapers (27%), the internet (25%) and magazines (23%). Local newspaper and radio ads were only avoided by 17% of respondents.

AD ACTION:

- > 83% of people who regularly read local newspapers have taken action as a result of the advertising within it. The statistics reduce to 78% for respondents who occasionally read local newspapers.
- > Over half of all respondents had visited a store or used a coupon as a result of a local newspaper ad.
- > Regional press advertising is acted upon, across all income levels and all ages. There is virtually the same level of action among £14-28k income groups as £62k+ income group. Over two thirds of 16-24 year-olds have acted upon advertising in their local newspaper.



OVER 85% HOUSEHOLD PENETRATION IN DUMFRIES. 35441 READERS EVERY WEEK

25,315 COPIES - JAN - JUNE 2007



- > free weekly tabloid
- > published: Friday
- > key locations: Dumfries, Dalbeattie, Castle Douglas & Thornhill



copyright Beacon Dodsworth 1904 701020

Location Name	Households	Circulation	Household Penetration %
Castle Douglas	2534	2107	83.2
Dalbeattie	2615	2133	81.6
Dumfries	21830	19565	89.6
Thornhill	2140	1510	70.6

Reader Profile:	
Men	16,069
Women:	19,339
ABC1:	8721
C2DE:	64,561
Readers per copy:	14

> Readership source: JICREG data as at 28.09.07

RATES AND DEADLINES

	Rate	Cancellation Deadline
ROP (editorial pages)	£4.30	Mon 5pm
Property	£4.30	
Motors	£4.30	
Situations Vacant	£7.25*	
Services	£4.30	Latest Copy Deadline
Entertainments	£4.30	Wed 9am
Public Notices	£4.30	

All rates per single column centimetre excluding VAT. Page size 38cm x 7 columns. *Later copy deadlines may be available subject to availability, call for details.



ANNANDALE Herald

3,157 Jan - June 2007

ANNANDALE Observer

6,801 Jan - June 2007

Moffat News

1,176 Jan - June 2007



OVER 94% A.I.R.* PENETRATION IN ANNANDALE AND ESKDALE

28,725 READERS EVERY WEEK

11,134 COPIES - JAN - JUNE 2007
(publisher's statement)

> **paid for weekly tabloid**

> **published: Thursday/Friday**

* Average Issue Readership

> **OBSERVER key locations:**
Annan, Gretna, Eastriggs and Longtown and Langholm



> **HERALD key locations:**
Lockerbie,
Lochmaben,
Eaglesfield and Ecclefechan



> **MOFFAT NEWS key locations:**
Moffat and Beattock



copyright Beacon Dodsworth 1904 701020

Location Name	Households	Circulation	Household Penetration %
Annan	5604	4060	724
Gretna, Longtown	1730	1169	676
Langholm	1407	725	51.5
Lockerbie	5560	4004	72.0
Moffat	1809	1176	65.01
Reader Profile:			
Men	13,822		
Women:	15,017		
ABC1:	14189		
C2DE:	14,650		
Readers per copy:	2.5/2.6		
> Readership source: JICREG data as at 28.09.07			

RATES AND DEADLINES

(Individual newspaper rates available on request)

- ROP (editorial pages)
- Property
- Motors
- Situations Vacant
- Services
- Entertainments
- Public Notices

- Rate
- £4.30
- £4.30
- £4.30
- £7.25*
- £4.30
- £4.30
- £4.30

- Cancellation Deadline
- Mon 5pm

- Latest Copy Deadline
- Tue 5pm (Her/News)
- Wed 5pm (Observer)

All rates per single column centimetre excluding VAT. Page size 38cm x 7 columns. *Later copy deadlines may be available subject to availability, call for details.



PROMOTE YOUR BUSINESS WITH OUR DISTRIBUTION AND LEAFLET SERVICES



LEAFLET ADVERTISING: — A leaflet is a self contained sales message — its impact is not diluted by other messages around it and you also have greater flexibility regarding colour, size and format etc. It is particularly effective for promoting special offers, shop openings and other special events.

Whether your budget allows for single colour A5 leaflet or a multi-page full colour booklet we can make it work for you.

Targeted messages: Here at DNG Media, we can deliver your leaflets or catalogues across our region.

We can select by post-code areas in the Courier distribution area allowing you to choose the exact number of leaflets being delivered into each sector. We also offer the option of sales delivery on different days of the week.



RATES

Maximum Size	Maximum Weight grams	*Price per thousand inserts	
		Over 10,000	Under 10,000
Single sheet (A4 or A5)	5	£23	£25
4 pg (A4 or A5)	10	£25	£27
8 pg (A4 or A5)	20	£28	£30
12 pg (A4 or A5)	30	£32	£34
16 pg or more	40	p.o.a.	p.o.a.
*Quoted minimum distribution 4,000			
Separate Solus Delivery (Courier only)		£48 (min. charge £600)	

All rates are excluding VAT and apply to delivery within our free newspaper network only. Please telephone for details of leaflet insertion within our paid-for titles. Conditions of Acceptance available on request. They are also submitted with our Confirmation of Order.

A maximum of one week's notice is required for leaflet bookings. Leaflets should be banded, turned or boxed in 250s max.



ADVERTISING SPECIFICATION



PAGE SIZE: IMAGE AREA 360mm x 263mm wide.

COLUMN WIDTHS:

1 column = 34mm	2 column = 71mm
3 column = 110mm	4 column = 147mm
5 column = 185mm	6 column = 224mm
7 column = 260mm	

TYPESIZE: Minimum pointsize = 6pt.

ELECTRONIC FILES:

File format: Preferred method high resolution font embedded press optimised PDF, others excepted; jpg,
Screen: 200 d.p.i.

DELIVERY METHOD:

Preferred method, via Adfast, ISDN, E-mail, CD.

E-MAIL: Production. prepress@dngonline.co.uk

FULL COLOUR: CMYK processed - **NO** rgb

NO SPOT COLOUR or PANTONE COLOURS

PLEASE NOTE: ALL FILES MUST BE APPLE MACINTOSH COMPATIBLE.

ARTWORK DELIVERY METHODS

CD

- On CD rom by post

EMAIL

- prepress@dngonline.co.uk

ISDN

- 01461 205163

ADFAST

- www.adfast.co.uk The Newspaper Society's internet delivery service.

CONTACTS: PRE-PRESS/STUDIO DEPTS.

PRODUCTION SUPERVISOR

- Brian Johnstone: 01461 202078 Ext: 229. prepress@dngonline.co.uk

SENIOR APPLEMAC OPERATOR

- Marie Thorburn: 01461 202078 Ext: 228. mt@dngonline.co.uk

PLANNED SUPPLEMENTS AND PUBLICATIONS



farm&countryside

SUPPLEMENTS: From **farm&countryside** to **herecomesummer** we produce a variety of supplements and guides throughout the year

Brimming with lively and informative lifestyle articles, it brings readers something special from their part of the region. Call 01461 202078 to advertise in any upcoming issues.

JOBS & TRAINING
Seasonal guides expanding on the theme of our weekly JobsPlus pages. Supported by local recruitment and training topics, as well as career opportunities in our region.

WEDDING PLANNERS
South West Scotland is renowned for marriages, with Gretna Green ceremonies having a high profile nationwide and beyond. Published twice a year to assist the brides-to-be with their planning and support from local businesses.

HOMES & GARDENS
One of our most popular guides, published monthly. Brings readers up to date with latest issues in the housing market, featuring principal estate agents and private housing developers.

MOTORING PLUS
Published to coincide with the peak buying times, these publications inform our readers not only what is new in the market, but also the benefits of buying locally.

FARM & COUNTRYSIDE
Rural issues pay a major part in our economy and these guides reflect that, with topical seasonal issues as well as informative stories on successful local businesses.

FLAIR PLUS
A popular feature that has lots of appeal to our female readers, touching on such issues as health, beauty, fashion as well as reader competitions — all with a local slant.

SW BUSINESS
A close look at the national issues that affect our businesses in the region as well as topics that are closer to home. Supported by the local business community.

OUT & ABOUT/HERE COMES SUMMER
Highly informative guides that inform our readers and visitors to the region of the many places to see and pursuits to enjoy across our region. Published spring and summer.

LET'S GO GREEN
An opportunity to look at how and where our region is responding to environmental issues that affect us both nationally and locally.

Keen on green

homes&gardens

summermotoring

plus

new car sale

the feminine perspective

in association with

- Beef Trade Showpiece – Page 2
- Milk Firm Costs Rise – Page 6
- Modern Day Farmers – Pages 4 & 5
- Grassless Eye Mare Calloways – Page 7
- Charvalis Lead The Way – Page 3
- Graham's Dream Machine – Page 7

in association with

- Snappy Nappies – Call for more on the website
- Solar Power – Information sheet to visit local
- Asbestos Risks – James Power & Local Council
- Eco Docks – A Strong Harbour
- What if... – Gretna Green Greenhouse
- Regional Campaign – To celebrate the Gretna Green
- Boatstock Leads Way – Community Project

in association with

- the latest properties available in the region
- opening their new office in Dumfries
- two new property developments launched in the marketplace
- put the property search to the test

in association with

- Interview with Kerry Deuchar – KERRY TELL ALL
- Fashion news – THE SEASON SO FAR
- Travelling tips – SUPPORT FROM ALL OVER THE UK
- Documentaries – DIRECTOR'S SEAS
- The HUGH JACKMAN BAND
- A day in the life of – BRIGGS MILLER

in association with

- Wine reviews – AND THE WINNER IS...
- Fashion focus – LIFT UP THE CURTAINS
- Motivational Monday – MOTIVATION MONDAY
- Oh baby! – THE NEW PARENTS
- Columnist's column – THE MONTHLY COLUMN
- Community competition – THE COMMUNITY COMPETITION

WIN A FAMILY DAY OUT AT CADRIURY WORLD



herecomesummer



summermotoring



Keen on green



homes&gardens



plus

TERMS AND CONDITIONS



1. INTERPRETATION.

1.1 In these Conditions unless the context requires otherwise: "Advert" means any notice, advertisement or announcement to be published in a Title by the Company whether in textual, graphic form or a combination of text and graphic; "the Advertiser" means the person(s), firm or company who wishes to advertise in the Titles; "the Company" means Annandale Observer Limited (trading as Dumfriesshire Newspaper Group) of 96 High Street, Annan, being the publisher of the Titles; "Contract" means any contract between the Company and the Advertiser for the placing of an Advert in one or more of the Titles; "Titles" means the Annandale Herald, Annandale Observer, Dumfriesshire Courier, Moffat News and any other periodical publication, information service, website or newspaper published from time to time by the Company in whatever form whether physical or electronic. 1.2 In these Conditions (i) references to any statute or statutory provision shall, unless the context otherwise requires, be construed as a reference to that statute or statutory provision as from time to time amended, consolidated, modified, extended, reenacted or replaced; (ii) references to the masculine include the feminine and the neuter and to the singular include the plural and vice versa as the context admits or requires; and (iii) headings will not affect the construction of these Conditions.

2. TERMS AND CONDITIONS

2.1 Subject to any variation under Condition 2.3, the Contract will be on these Conditions to the exclusion of all other terms and conditions (including any terms or conditions which the Advertiser purports to apply under any submission, purchaser order, confirmation of order, specification or other document). 2.2 No terms or conditions endorsed upon, delivered with or contained in the Advertiser's submission, purchase order, confirmation of order, specification or other document will form part of the Contract simply as a result of such document being referred to in the Contract. 2.3 These Conditions apply to all the Company's acceptances of Advert and any variation to these Conditions and any representations about the Goods shall have no effect unless expressly agreed in writing and signed by a duly authorised representative of the Company. The Company reserves the right to increase the price in the event of the Contract departing from these Conditions at the request of the Advertiser. 2.4 Each submission of an Advert for publication shall be deemed to be an offer by the Advertiser to the Company to submit an Advert subject to these Conditions. The Company reserves the right to refuse to publish any Advert in its sole discretion.

3. PRICES AND PAYMENT

3.1 Unless otherwise agreed by the Company, the price of each Advert shall be the price set out in the Company's then current rate card. The Company reserves the right to alter its rate card from time to time and without prior notice. 3.2 All prices shall be exclusive of any Value Added Tax which the Advertiser shall pay in addition. 3.3 All prices for Adverts shall be inclusive of a 0.1% Advertising Standards Board of Finance surcharge. 3.4 All advertisements must be prepaid unless otherwise determined by the Company. The Company reserves the right to make an additional charge to any Advertiser who has not prepaid for an Advert or who does not have a credit account with the Company. 3.5 Where the Company offers a group discount in respect of series of Adverts, it reserves the right to withdraw that discount and charge the full price where the Advertiser requires a change to be made to any Advert during publication of the series of which it forms part.

4. FORM OF ADVERTS

4.1 All Adverts must conform to the Company's standard style, form and format (available on request). The Company reserves the right to alter any Advert to so conform, without any compensation being payable. 4.2 The copyright in any artwork, graphic, text or other copy comprising part of an Advert which the Company or its employees have originated, contributed to or reworked shall belong to the Company. 4.3 The Company shall be entitled to record, reproduce, publish, distribute, broadcast or webcast any Advert accepted for publication and make any such Advert available in any Title. 4.4 Any artwork, graphic, text or other material supplied by an Advertiser for any Advert shall following preparation of the Advert be destroyed or, if the Advertiser so requests, returned to the Advertiser at his risk and expense.

5. CANCELLATION AND SUSPENSION OF ADVERTS

5.1 The Company will accept cancellation of an Advert only up until a reasonable time before publication dictated by the practicalities of printing and publication. The Company reserves the right to charge the Advertiser for the price of the Advert in the event of a cancellation. 5.2 The cancellation of any series of Adverts must be made by notice in writing addressed to the Sales Director of the Company.

5.3 The Company reserves the right in its sole discretion to suspend or cancel publication of any Advert without notice or obligation to give a reason. The Company may charge the Advertiser for the price of the Advert and for any loss of income caused by a suspension arising from a breach by the Advertiser of any statutory provision or code of conduct.

6. LIABILITY OF THE COMPANY

6.1 The Company shall not be liable in any circumstances for any loss, injury or damage (including but not limited to those of an indirect or consequential nature, economic loss, pecuniary loss, loss of turnover, loss of revenue, loss of profit or depletion of goodwill) suffered by an Advertiser as a result of:-
6.1.1 the cancellation of an Advert by the Advertiser;
6.1.2 the suspension of an Advert by the Company due to its breach of any statutory provision or the British Code of Advertising Practice;
6.1.3 any error or inaccuracy in an Advert which has before publication been proofed and accepted by the Advertiser;
6.1.4 any total or partial failure (however caused) of publication, dissemination or distribution of any Title in which an Advert is scheduled to appear;
6.1.5 any error or inaccuracy in an Advert which forms part of a series and which is published subsequent to the first Advert in that series and in respect of which the Advertiser has failed to bring an error or inaccuracy to the Company's attention in accordance with Clause 6.1.9;
6.1.6 loss of or damage to any artwork, graphic, copy, drawings or other material supplied by an Advertiser for an Advert;
6.1.7 any delay, non-delivery or mis-delivery of any response to an Advert directed through the Company's Box Number service;
6.1.8 any failure to print an Advert in any particular issue of a Title;
6.1.9 any error, mis-print or omission from an Advert which is not brought to the Company's attention by notice within 21 days from the date of publication; or
6.1.10 any difference between actual distribution figures for any edition of a Title in which an Advert appears and the typical distribution figures audited for and issued by the Company in line with the Verified Industry Distribution Guidelines.
6.2 Subject to Clause 6.1, in the event of any error, mis-print or omission in an Advert or part of an Advert appearing in any title, the Company will either re-insert the Advert or the relevant part of the Advert as the case may be, or make a reasonable refund or adjustment to cost. No re-insertion, refund or adjustment will be made where the error, mis-print or omission does not materially detract from the Advert. In no circumstances shall the total liability of the Company for any error, mis-print or omission exceed the lesser of (a) the amount of a full refund of the price paid to the Company for the Advert concerned and (b) the cost of a further or corrective Advert of a type and standard reasonably comparable to the Advert concerned.
7. WARRANTIES AND INDEMNITY BY ADVERTISER
7.1 The Advertiser warrants to the Company in respect of each Advert that the Advert:-
7.1.1 does not contravene any statutory provision or other rule of law;
7.1.2 is not defamatory of any person;
7.1.3 does not infringe the intellectual property rights (including without limitation copyright) of any third party; and
7.1.4 complies in all respects with the terms of the British Code of Advertising Practice and any other code of practice in the publishing or newspaper industries.
7.2 The Advertiser undertakes fully and promptly to indemnify the Company against any and all loss, injury, damage, costs and expenses incurred by the Company and arising from a breach of the foregoing warranties (including without limitation the whole legal costs and expenses incurred by the Company in respect of any legal action, threatened or raised, arising from the publication or acceptance for publication of any Advert in any Title).
8. DUMFRIESSHIRE NEWSPAPER GROUP
8.1 The Company may fulfil its obligations under any Contract through any subsidiary company, holding company or subsidiary of such holding company from time to time.
9. MISCELLANEOUS
9.1 Any notice under a Contract must be given in writing and delivered by first class prepaid post or by fax to the Company or the last known address of the Advertiser; and will be deemed to be received 2 working days after posting; or (if sent by fax) at the time of sending if sent before 3 p.m. or if sent thereafter, the next working day.
9.2 Failure or delay by the Company in enforcing or partially enforcing any provision of a Contract shall not be construed as a waiver of any of its rights under the Contract.
9.3 If any provision of a Contract is found by any court of competent jurisdiction to be unenforceable in any way, the remaining provisions of the Contract shall continue in full force and effect.
9.4 Each Contract and these Conditions shall be construed in accordance with Scots law and the parties submit to the non-exclusive jurisdiction of the Scottish Courts.
CONDITIONS OF ACCEPTANCE
OF ADVERTISING Dumfriesshire Newspaper Group (Annandale Observer Limited) 6.2.04

