

Market Drayton Messenger
Future Running Costs – Proposal

The team behind the 'Drayton Messenger' magazine met in early November to discuss costings and to make a roadmap to secure the future for the magazine. The magazine currently consists of 24 pages (12 of which are adverts, 12 of which are community news that's printed with no charge) and is distributed to the whole of the TF9 area. The current and predicted figures based off estimates from NS Print are as follows:

| | Actual Oct-21 | Actual Oct-22 | Predicted Mar-23 |
|----------------------------------------------------|------------------|------------------|---------------------|
| Regional distribution (12000 copies) by Royal Mail | £1,434 | £1,454 | 1,500 |
| Printing 12000 x 24 page magazine by NS Print | £2,584 | £3,290 | 3,600 |

With this in mind we have proposed to increase the advertising by around 10% (give or take to make round numbers) however with 12 pages of advertising and based off current adverts this will still leave us with an annual shortfall of around £1000

We have 2 possible proposals to keep the same level of service the messenger currently has delivered to the whole of the TF9 area:

- Option 1: We request an additional £1000 per annum from Market Drayton Town Council to cover the shortfall
- Option 2: We write to the local parish councils and offer them space in the messenger for their own community news (we expect this to be 1x a4 side minimum and will increase the messenger to 28 pages which will be covered with the contributions from parishes if they feel this is a suitable advertising alternative)

We do have a 3rd option which would reduce some but not all costs and that's to reduce the coverage down to just the area covered by Market Drayton Town Council but I don't feel this will go down with advertisers as they are still paying the same amount for their advert which has less reach