

SOUTH EAST WALES' FAVOURITE MAGAZINE

VOICE

MEDIA PACK 2022





LET US GROW TOGETHER

WE HAVE A UNIQUE, UNRIVALLED, HIGHLY SELECTIVE DISTRIBUTION NETWORK

Reaching 31,000* regular readers every month since its birth in 2003, the goal is to offer Newport, Cardiff, and the surrounding areas a positive and vibrant VOICE. As the longest running and most well-established glossy publication in the area, the content focusses around fashion, beauty, interiors, family, food, and entertainment – blending national interest with local stories, issues, and information perfectly to create a must pick up each edition.

From high profile celebrities to restaurant reviews, and great family days out, Voice has become the essential guide to Welsh life and living, with the content of each publication carefully crafted to appeal to readers from a wide demographic. Advertising with Voice takes your business to a different audience to that of any other publication in the area. To many of our readers we're more than just another magazine.

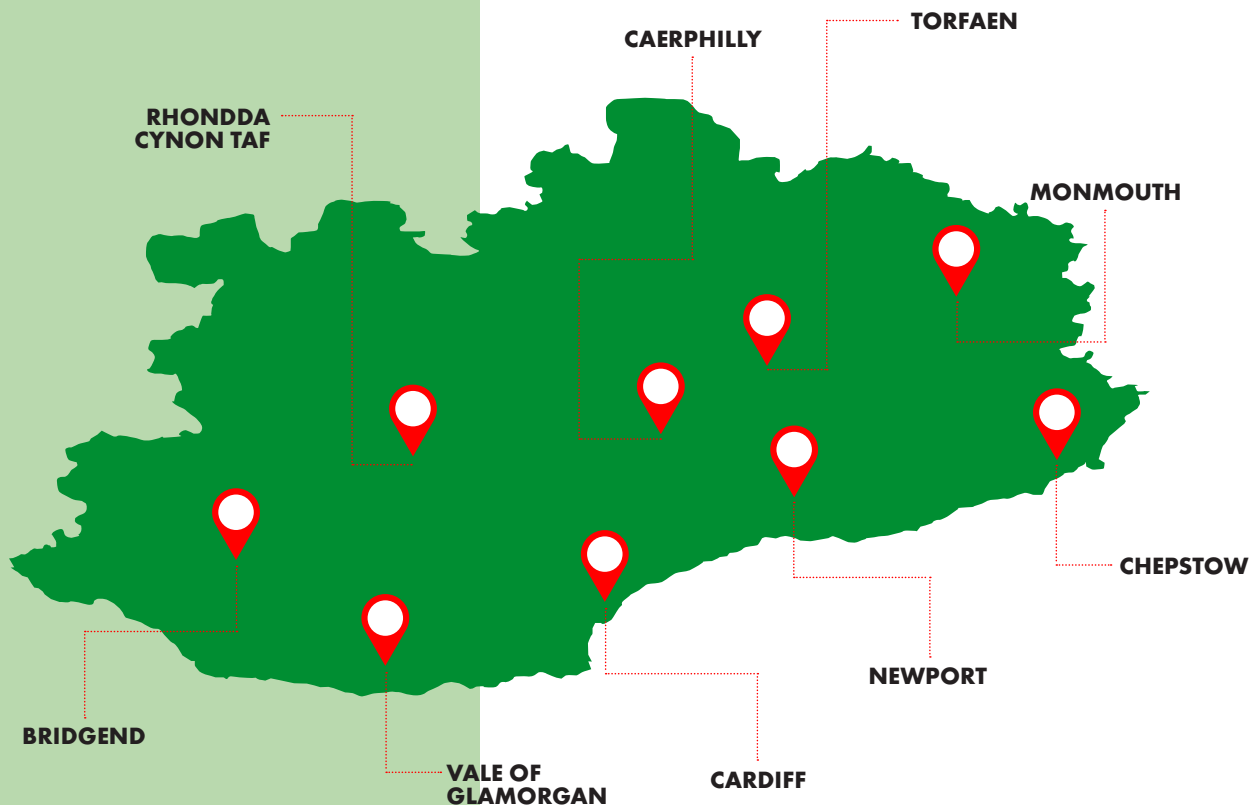
READERSHIP
31,000*

**IN PRINT & ONLINE VIA E-EDITION
ALSO AVAILABLE ON THE SOUTH
WALES ARGUS WEBSITE, BRINGING
YOU A POTENTIAL ONLINE AUDIENCE
OF OVER**

800,000+ USERS

JICREG JAN JUN 2021
SOUTHWALESARGUS.CO.UK
*SOURCE: PUBLISHER'S
STATEMENT JULY 2021 3 RPC

OUR COVERAGE AREA



DISTRIBUTION

We have a unique, unrivalled, highly selective distribution network, reaching 21,000 monthly readers into a clearly defined marketplace through hand picked outlets. There is no other magazine guaranteed to reach your niche market, without wastage.

Our distribution strategy is uncomplicated and highly effective as all magazines are complimentary. We merchandise in high footfall outlets to the right marketplace.

+300 HAND PICKED DISTRIBUTION OUTLETS:

7,000+ copies are circulated to leading hotels, coffee shops, estate agents, supermarkets and other businesses throughout southeast Wales as well as pubs, restaurants, newsagents and local stores in affluent surrounding towns and villages. These copies offer our advertisers the best possible opportunity to reach both visitors to cities like Newport and Cardiff, and a wider pass-on readership of consumers from the wider area. Voice offers the best possible platform to promote your business to the most influential and engaged consumers.

Beautiful design, high production values and engaging and relevant editorial combine to create the most valuable environment for advertising. Our experienced team can offer expert advice and help in building bespoke and cost-effective marketing campaigns to any budget and is always interested in hearing from businesses, new or old, from in or around Newport. We firmly believe that there's no better place to be and our mission every issue is to inspire our readers to indulge in everything that is great about life in the beautiful southeast Wales villages, towns, and cities.

PROMOTION

EATERY OF THE MONTH A TASTE OF THE USA COMES TO NEWPORT

American-style diner in Newport offers some of the best breakfasts and burgers in the area

Welcome to Smoky's, a fantastic new venue just a stone's throw away from Newport's iconic Transporter Bridge. It is the brainchild of Daniel Webb, who along with his business partner Scott Johnson, saw an opportunity to realize one of his lifelong passions to open an American-style diner.

The business partners and friends own PD Print Supplies, which is located within one of the factory units at Mill Parade. When they saw that the former Transporter Café opposite their business became vacant, the duo decided to take it over and completely transform it into Daniel's vision.

My mother is American, born in Riverside California, and Daniel told me: "That is why we chose the classic 1950s diner theme."

As a child I used to spend some of my summer holidays in the old Greenham Common USA airbase in Reading, as my uncle was in the American Air Force, and they were stationed in the UK for quite some time.

Both my mum and uncle would tell me all about the food they used to eat back home and by far best to recreate it here in the UK. This is where my passion for cooking came from.

"Growing up, Gordon Ramsay has always been kind of an idol to me. I have most of his books and love to try new recipes of his - the man is a genius!

"Another influence on my cooking style is my favourite Abbey, as she has Jamaican roots, so I cook a lot of Caribbean food - it's my absolute favourite cuisine to cook and eat!"

"I find cooking very therapeutic. At home I like to close the kitchen door, pour a rum and ginger beer, blast some reggae, and shut myself off from everything. As my chef will tell you, I love seeing the reactions of people that love the taste of my food."

"The warehouse church situated opposite Smoky's usually snap up the Caribbean dishes as they become available.

"Even though my cooking is influenced by Caribbean flavours, the Smoky's menu is inspired by the classic hamburger joints of the USA, because let's face it! Who doesn't love a burger?"

"Wherever possible, our produce is locally sourced. Nos Da bakery supply all of our chicken, buns and breads and in my opinion are baked to perfection!"

"Our meats come from Douglas Wills of Wills and Thorne of Bristol. We try to support local businesses rather than big chains."



"For our patties I use a mixture of aged chuck steak and brisket mince with an 80/20 meat-to-fat content as this creates the juicier burger. I also use our own secret seasoning rather than plain old salt and pepper."

Smoky's burgers include the Mighty Mover Righthouse and the Smoky's Smashers, both being smash burgers, which have taken over the burger industry the last few years.

Its signature BLM Burger is also a huge hit with its regulars, which pays homage to the Black Lives Matter movement, is a fully loaded burger served in a black seeded brioche bun topped with onion rings and a signature homemade Smoky barbecue sauce.

Also, the Hudson River burger and the Central Parker burgers are quite popular. (Both being named after Daniel's two children - Parker and Hudson.)

Daniel added, "We do try to cater for most people's needs, which means we replace our beef with plant-based burgers for the vegan and vegetarian options, plus all of our beef and chicken is halal."

"We have a lot of regular customers who say the food is the best they've tasted in Newport. As a cook, this is what you want to hear, and hopefully we have something for everybody to love on our menu, such as our French toast or pancakes topped with Original Aunt Jemima Syrup that's imported from the States."

"Alongside our American food we also offer a full English breakfast, which is named the Yankee Double, as well as bacon and sausage rolls."

So, if you're looking for somewhere new to try this winter, head on over to Smoky's, which is open daily from 9am until 2.30pm Monday to Friday, and from 9am until 12.30 on Saturday. Closed Sunday.

Daniel has recently started nighttime deliveries twice a week from 6pm until 10pm, so just might always be a Friday and an alternating day midweek. Call for more info.



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FOODS OF THE WORLD - USA



CATERING FOR ALL TASTES

Smoky's is certainly exciting the taste buds of Newport diners with its American-style menu and its vegan and vegetarian alternatives

In recent months Smoky's has become an incredibly popular choice for diners in Newport with the venue being renowned for its amazing handcrafted burgers.

Another reason why it's become a huge hit is that Smoky's offers something for everyone, with an extensive American-style diner menu that accommodates all dietary requirements - meaning that beef patties are replaced with plant-based burgers as vegan and vegetarian alternatives, plus all of our beef and chicken is halal.

Chewers Dan and Scott gets excited about new flavour combinations and ideas, so that there is always something new for his loyal customers to try including the Wiltch 'Your Weight Burger' (under 500 calories) and Buffalo Cris Cuts and Seasoned Fries.

When Voice visited recently, we got the chance to sample the 'Berry B' Burger - a freshly-baked chik'n bun by Niss Da Bakery filled with lettuce, mushrooms and Honey Chutney, red onion, a real Chuck Steak burger by Douglas Wills, with melted blue cheese and Truffle Mayo - is amazingly sweet and fiery, assured to be another hit on the menu!

Every Wednesday and Friday evening from 6pm until 10pm, the orders aren't flooding in thick and fast, so much so that Dan is in the process of expanding the kitchen to accommodate with the insane number

of orders. Dan told Voice: "Our Just Eat orders are crazy. It's getting to a point where we must turn off the app so we can keep up with the demand, which is why we made the decision to make the kitchen bigger and expand the team."

"Some days we're completely sold out, but so soon as the reservations are complete, we'll be able to serve loads more and avoid disappointed customers who may have not been able to order."

"We're also very excited to be launching our 'Build Your Own Burger' soon too, we're currently in the process of finalising the options - keep an eye out on our social media pages for the launch!"

"Diners will be able to mix and match to make their perfect burger but the way they like it. We're predicting this to be huge, which is why we're fine-tuning the menu details."

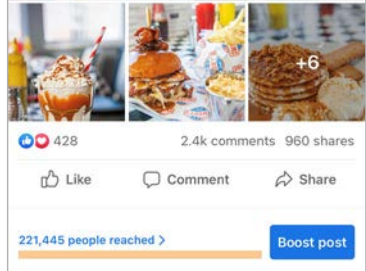
"If you're planning to eat within the restaurant you can now park in the grounds of the Church Warehouse which is located opposite the venue."



WHAT OUR CUSTOMERS SAY:

"Working with the Voice team has been fantastic - from discussing ideas and marketing solutions with the sales team, to the photojournalist visiting to take photos and writing our story, to ultimately seeing the final designs in print. The Facebook post went viral, and we had an incredible response because of it. Thank you, Voice!"

- Daniel Webb, Owner of Smoky's Café - Newport.

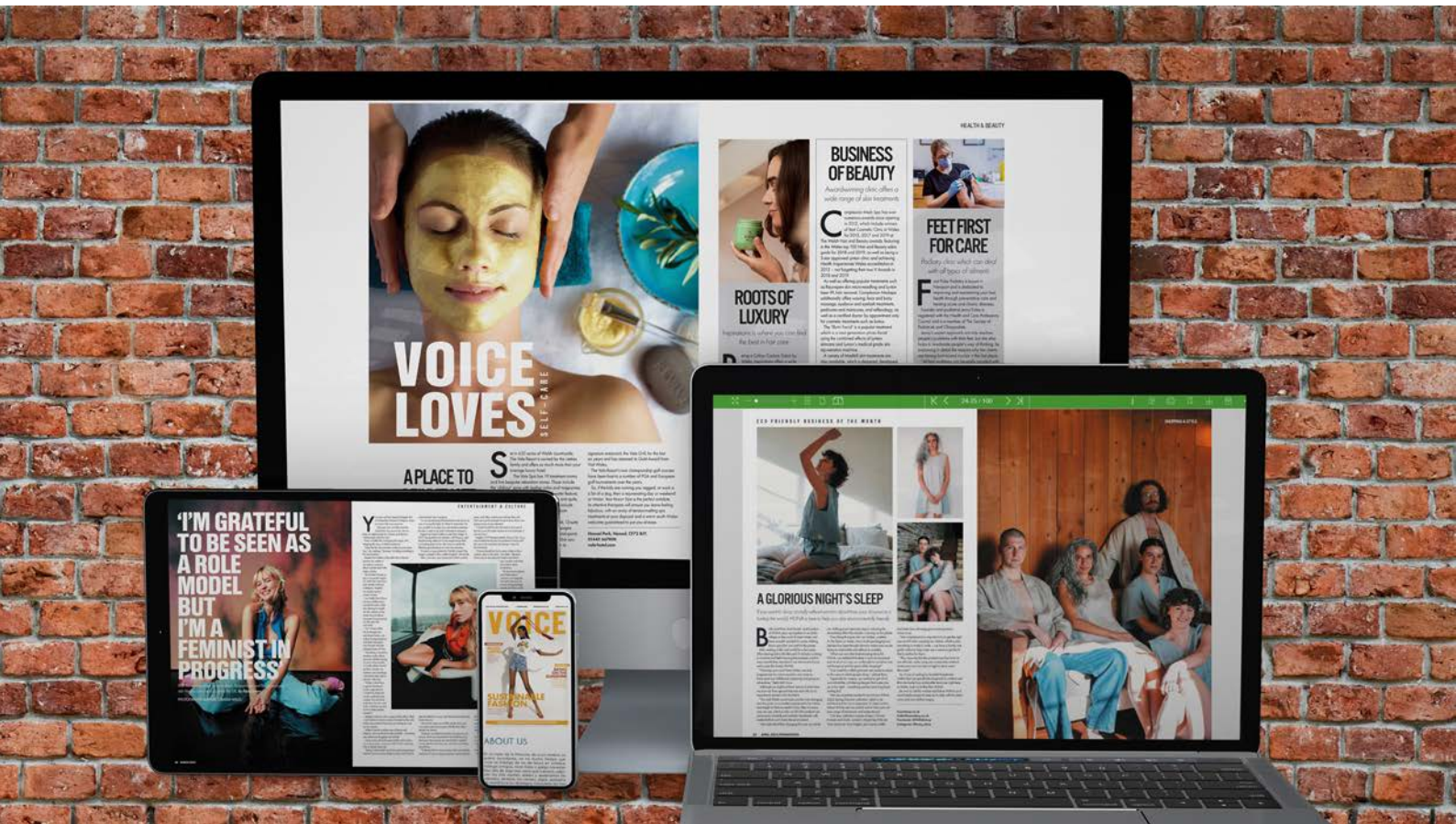


Campaign Results

- More than 220,000 people reached
- More than 42,000 post clicks
- More than 7,200 likes, comments, and shares



American Style Diner, serving breakfast, burgers and so much more...
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IN PRINT & DIGITAL



DEC/JAN 21/22, MARCH 22, APRIL 22

THE DETAILS

RATE CARD

	ONE EDITION	2 > 4 EDITIONS	5 > 11 EDITIONS
FP Advertorial w/Photography	£424	£339	£318
1/3 Vertical Column Advertorial - Voice Loves	£148	£119	£111
Full Page Sponsors Pack	£1325	£1060	£994
Outside FP Back Page	£530	£424	£398
Inside Front/Back FP	£424	£339	£318
Lead DPS (1-4)	£742	£594	£557
Inside DPS	£689	£551	£517
FP Advert	£371	£297	£279
HP Advert	£212	£170	£159

LATE SPACE RATES

Lead DPS (1-4)	£477	N/A	N/A
Inside DPS	£371	N/A	N/A
FP Advert	£212	N/A	N/A
HP Advert Landscape or Portrait	£133	N/A	N/A

TECHNICAL DETAILS

ADVERTISING SIZES	HEIGHT	WIDTH
Full page image area bleed	303mm	216mm
Half page horizontal	135mm	192mm
DPS with bleed	303mm	426mm

MIX AND MATCH ADVERTORIALS, ADVERTS, AND PRIME POSITIONS FOR BETTER VALUE AND TO MAXIMISE MARKETING SOLUTIONS BOTH ONLINE AND IN PRINT.

COVER DATES & DEADLINES

COVER DATE	BOOKING DEADLINE	PUBLICATION DATE
JUNE 2022	27/04/22	10/05/22
JULY 2022	25/05/22	08/06/22
AUGUST 2022	28/06/22	08/07/22
SEPTEMBER 2022	27/07/22	08/08/22
OCTOBER 2022	26/08/22	08/09/22
NOVEMBER 2022	28/09/22	10/10/22
DECEMBER 2022	27/10/22	08/11/22
JANUARY 2023	28/11/22	08/12/22
FEBRUARY 2023	17/12/22	03/01/22

MISSED THE DEADLINE?
DON'T PANIC, CONTACT ONE OF OUR TEAM, WE'LL BE SURE TO HELP AS MUCH AS WE CAN



MIKE WILLIAMS

NOTE FROM THE EDITOR

Voice may have a new look, a new team, but it still has the same values of what it was originally founded upon – to create a diverse platform where the public and independent businesses of Southeast Wales could be heard. In March 2022, I celebrated my 12th anniversary working on the mag – for more than a decade I've been taking photos and writing articles for Voice, literally telling thousands of stories of the people and businesses of south Wales on a monthly basis.

To this day, I still get a buzz from people seeing things from my perspective, firstly with my photos seeing what I saw, and then secondly by reading what I had to say.

Little did I know then that this beloved monthly local mag would become a personal documentary.

Voice is an A4 glossy diary of my life, about the people I've met and places I've been.

I'm extremely fortunate to do something that I love and very passionate about for a living.

I've learnt a lot from various Voice team members over the past 12 years and hopefully I can do them proud by continuing to offer engaging and relevant editorial content.

Now in its 19th year, Voice continues to evolve and is strategically aimed at the growing socially aware, environmental conscious informed market, for those who want the best for their families, but also value community and care about our environment.

USE YOUR VOICE

MORE THAN JUST A MAGAZINE

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VOICE MAG NEWPORT



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