

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.

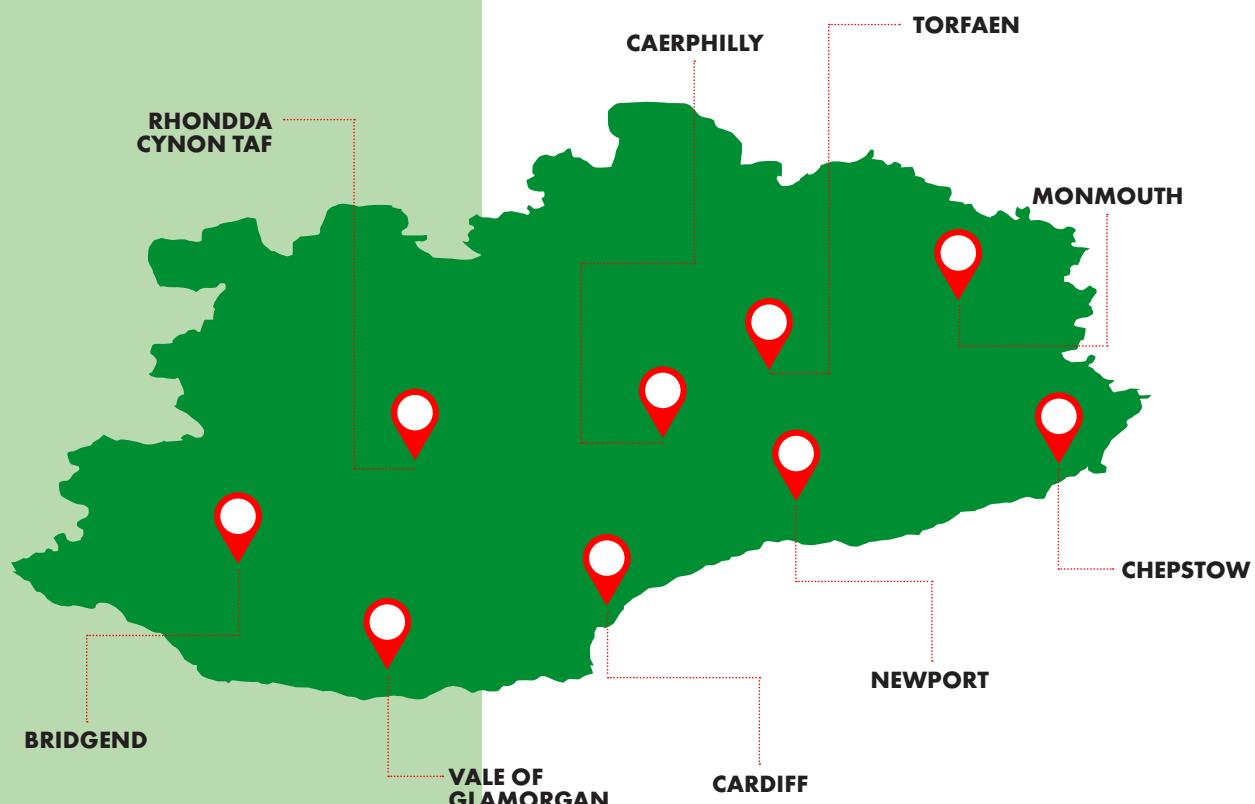
From high profile celebrities to restaurant reviews, and great family days out, Voice has become the essential guide to Welsh life and living, with the content of each publication carefully crafted to appeal to readers from a wide demographic. Advertising with Voice takes your business to a different 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

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, had the opportunity to realize one of their lifelong passions to open an American-style diner.

Friends and family own PD Point 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.

Daniel told Voice: "My mother is American, born in Riverside California, and that is why we chose the classic 1950s diners theme."

"As a child I used to spend 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 dad and uncle would tell me all about the food they used to eat back home and my fever to recreate it here in the UK. This is where my passion for cooking came from."

"Growing up, Gordon Ramsay had 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 nan's Abbey, as she has Jamaican roots, so I cook a lot of Caribbean food - it's my absolute favourite cuisine to cook."

"I find cooking very therapeutic. At home I like to close the kitchen door, pour a beer and finger heat, blast some reggae, and shut myself off from everything. As any 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 soon as they become available."

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

"Whatever possible, our products are locally sourced. Nos Da bakery supply all our scratch buns and breads and in my opinion are baked to perfection!"

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



Unit 2, Mill Parade, Pill, Newport, NP20 2JR.

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@Smokynewport

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.

Voice Mag Newport
Posted by Michael Lloyd Williams
17 Dec 2021 · ④

Welcome to Smoky's Newport, a fantastic new venue which is located a stone's throw away from the iconic Newport Trans... See more

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221,445 people reached > Boost post

FOODS OF THE WORLD - USA

FOOD & DRINK

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, hand-on-home being renowned for its amazing food.

Another reason why it's become a huge hit is that Smoky's caters for everyone, with an extensive American-style diner menu that accommodates all dietary requirements – meaning that beef portions are replaced with plant-based burgers as vegan and vegetarian alternatives, plus all the sides and chicken is halved.

Owner Dan told Voice: "We have created all-new flavour combinations and ideas, so that there is always something new for our loyal customers to try including the Watch Your Weight burger [under 500 calories] and Buffalo Crispy Cutlets and Seasoned Sausages."

When Voice visited recently, we got the chance to sample the iconic 'Tasty' burger – a freshly-popped chubbin of meat with lettuce, cheese, onions, jalapeños and Honey Chutney, red onions, a nice Chuck Steak burger by Douglas Willis, with melted blue cheese and Bacon Mayo – is extremely sweet and fatty, courtesy of the bacon on top.

As well as being a great place to sit and eat, where you can watch your food being freshly cooked in front of you, Dan and his team are extremely busy with food prep.

Every Wednesday and Friday evening from 6pm until 9pm, the orders start flooding in thick and fast, so much so that Dan is in the process of expanding the kitchen to accommodate with the income 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 demand, which is why we made the decision to make the kitchen bigger and expand the team."

"The kitchen is currently sold out, but as soon as the renovations are complete, we will be able to serve loads more and avoid disappointing customers who may have not been able to order."

"We are currently in the process of launching our 'Build Your Own Burger' soon so keep an eye out in the process of finding the options – keep on eye out on our social media pages for the launch!"

Diners will be able to choose from a range of toppings just the way they like it. We're predicting this to be huge, which is why we're fine tuning the menu."

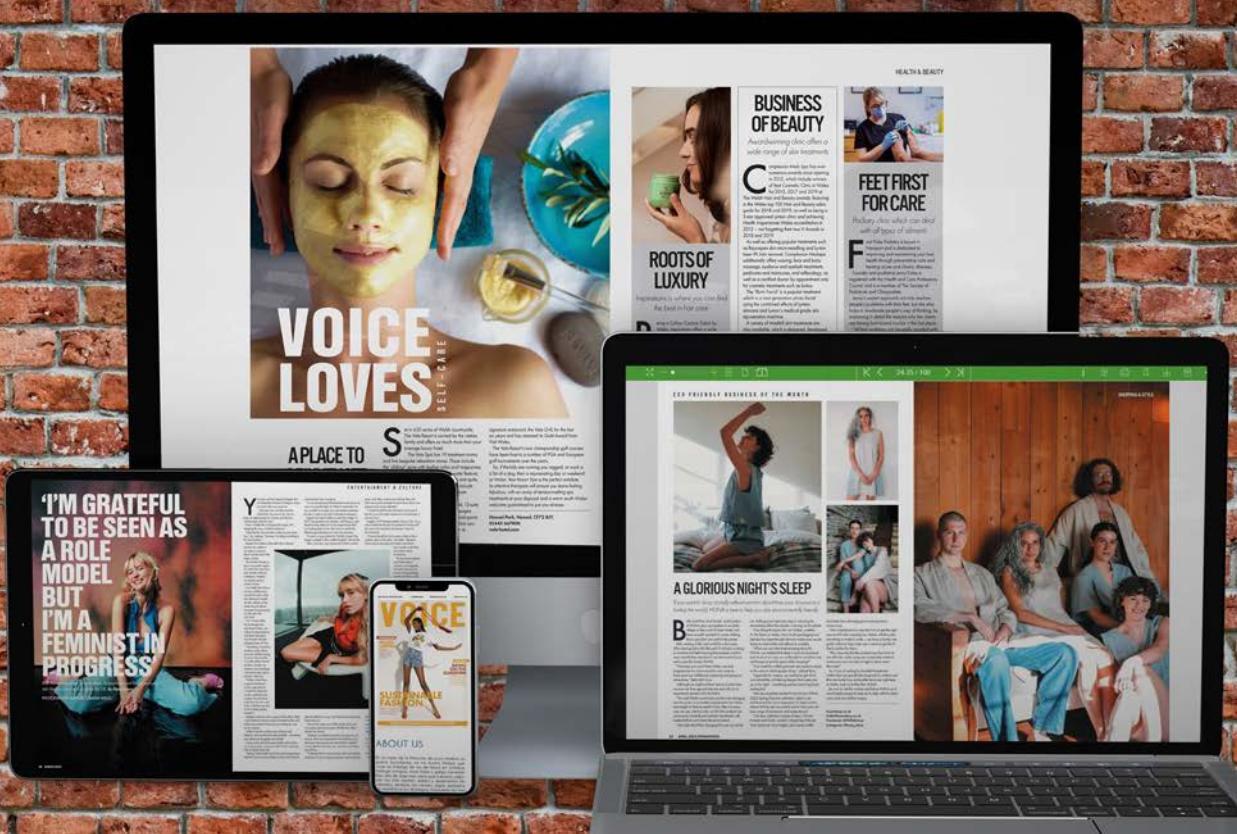
So, if you're yet to sample food from this emerging venue yet, head on over to Smoky's this summer, which is open daily from 9-2:30 Monday, 9:30-2:30 Tuesday, 9-3:30 Wednesday to Friday and 8-12:30 Saturday.

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



SMOKY'S Diner

American Style Diner, serving breakfast, burgers and so much more..
Unit 2, Mill Parade, Pill, Newport NP20 2JR | Tel 07500 650841
Facebook: @Smokysnewport | smokysnewport@gmail.com



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

MISSSED 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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