



**Wiltshire
Publications**

Advertising

advertising@wiltshirepublications.co.uk

01225 704761 | 01373 452109



Family-run local newspapers

Trusted journalism for four towns.



Distributed free in Melksham and surrounding villages

Circulation: 13,000+



Distributed free in Westbury and surrounding villages

Circulation: 10,000+



Distributed free in Frome

Circulation: 13,000+



Distributed free in Warminster

Circulation: 12,000+

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A local company with a regional reach

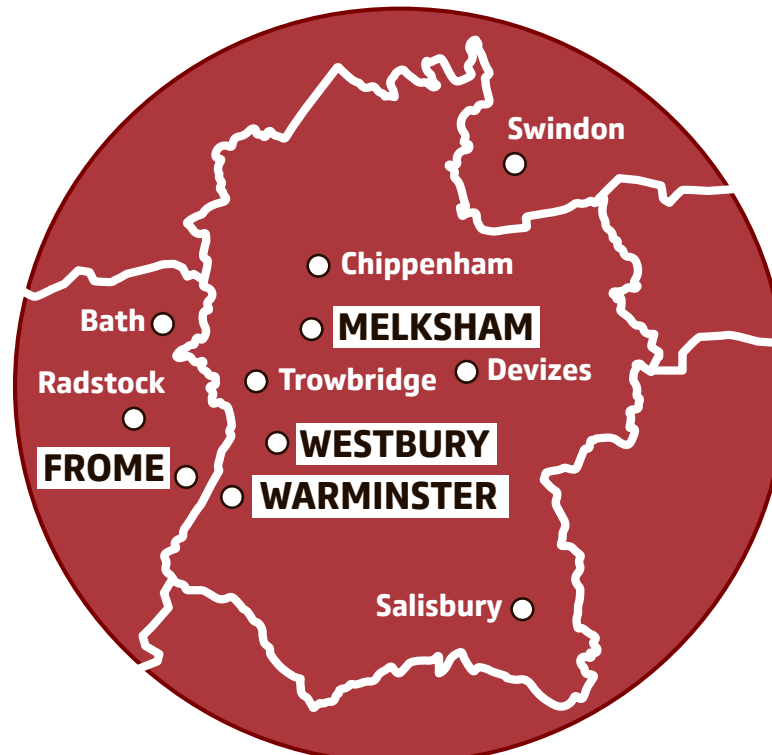
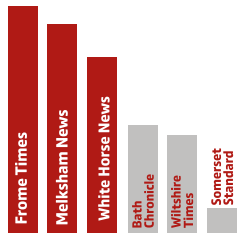
Four decades of promoting west country businesses.

Our region

Our four newspapers are circulated within the growing West Wiltshire and Mendip area. We are close to the urban centres of Bath and Swindon.

Unrivalled coverage

Our newspapers are more widely circulated than their local rivals. This means that your advert will be seen by more people.



Who are our readers?

22,369

Households
OWN
their homes



8,512

Households
RENT
their homes

30%

Professionals

13%

Skilled trades

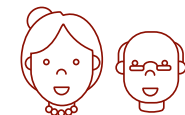
12%

Administrative
& Secretarial



38,972

Economically
active



8,063

Retired



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Three ways to advertise

Increase the exposure of your business.



News paper

- Distributed free
- Fortnightly publication
- Full colour
- Dedicated job section



Digital newspaper

- No additional cost
- Available online
- Clickable links to your business
- iPad & mobile friendly



Website

- Local news content
- Various advertising locations
- Affordable pricing

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Why advertise with us



Unparalleled distribution.

Our four newspapers are distributed free to over 45,000 homes every fortnight.



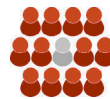
We are local.

Each of our newspapers provides extensive, original coverage of numerous aspects of local life and has a reputation for reliable news from well-informed local journalists.



Printed in full colour.

Make your statement in striking full colour. Each edition is printed by the award-winning Mortons of Horncastle Ltd.



It is a trusted platform for advertising.

We have well over 200 businesses which use us regularly and many have been advertising with us successfully for many years.



We can make an advert for you.

Provide the details of your advertisement and we will produce high quality artwork, free of charge.



Our interactive digital edition.

Your advert will appear in the digital version of the newspaper, at no extra cost. This is easy to view on computers and iPad.



We keep a check on where all our enquiries come from and your papers are by far the best.

Ransome Sunblinds



Apart from word of mouth, virtually all of my new customers come from yourselves.

Steve Green



The response has been extremely beneficial to our business and we will certainly continue to use them in the future.

Garstons Veterinary Surgery



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Our sizes

Some of our most popular sizes.



Generous discounts are available for regular advertisers

Just one of the many benefits of repeat advertising with Wiltshire Publications

| 50% discount
For ten fortnightly issues

Discounts for advertising in more than one newspaper

Each newspaper offers thousands of opportunities for your advert to be seen.



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Leaflets

Place your leaflets in our publications.

We can include your leaflet as an insert within our newspapers. This is a convenient, cost-effective way to promote your company which also helps to maintain trusted, local journalism in our towns. Call us today to discuss your requirements.

Rules of leaflet insertion

A minimum of 3000 leaflets must be distributed.
Leaflets must be in bundles of 100.
Bundles must be securely banded.
No offensive or inflammatory material.



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Advertise on our websites

A digital home for your brand.



970 x 250px **Homepage Hero Banner**

- Prime position between headline stories
- Very high visibility

Price: £250–£350 per month

728 x 90px **Top Banner (All Pages)**

- Appears on homepage + news pages
- Strong frequency

Price: £150–£200 per month

300 x 600px

Double Height

- Strong attention, ideal for branding
- Great for estate agents, trades, gyms

Price: £180–£250 per month

345 x 345px

Square Display (All Pages)

Price: £100–£150 per month

HOME PAGE

728 x 90px £150–£200 per month

970x250px £250–£350 per month

345x345px £100–£150 per month

728x90px £120–£170 per month

NEWS PAGES

728 x 90px £150–£200 per month

345x345px £100–£150 per month

345x600px £180–£250 per month

Four websites for your advertising



www.melkshamnews.com
106,000 impressions



www.whitehorsenews.co.uk
45,000 impressions



www.frometimes.co.uk
25,000 impressions



www.warminsterjournal.co.uk
23,000 impressions

Impressions from a 28-day period in August 2025.

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