



Introducing the new JungleGuide



Here's a fresh chance for you to promote your company!

For the past five years, we've had a strong presence in the British market, responding to the needs of small companies who don't have large sums to spend on advertising. Now **JungleDrums** has developed a new set of tools to boost communication between advertisers and customers.

How does it work?

JungleGuide (Jungle's 'Yellow Pages') is located at the back of the magazine and is divided into sections. In addition to adverts, the Guide also includes editorial content such as tips, useful info, reviews and new product features to draw the reader in and ensure he turns to the magazine whenever he needs to.

When you subscribe to this service, you will benefit from a range of features that will stimulate your business and bring you much closer to a market that is expanding rapidly: a market made up of Brazilians, Latins and any nationality that relates to and takes interest in these cultures.

What's the goal?

When you include your company in Jungle's pages, you're not only placing an ad, but actually benefiting from a full advertising campaign.

Given that everything at **Jungle** is specifically customised to your needs, your company will not only reach a loyal readership, but also benefit from a package of services that will win over consumers in a unique and effective way.

Your company in
20,000 monthly copies!



Find out more about what's included in the package deal:

If you place an ad in the magazine for 6 months or a year, you get much more than just a space in our pages; You benefit from all the services below*.



EDITORIAL ABOUT YOUR PRODUCT

The opening page of the guide is a special editorial featuring our advertisers' products and services. It's a guaranteed way to reach your customer.



ADVERTISER OF THE MONTH

2 Each month, our team picks an advertiser and tells the reader a bit more about the company, explaining its relationship with the magazine and the results it is producing. We include a photo and interview too!



FLYER DISTRIBUTION

3 The same team that distributes our magazines to more than 100 points in the UK will drop your flyer or brochure at hand-picked locations. We can also help you to actually produce the flyers.



NEWSLETTER

4 Make the most of our informative E-newsletter. Published every two weeks it includes previews to cultural events, news and promotions, and is sent by e-mail to over 20,000 subscribers in the UK and Brasil.

...continue to the next page!



* The advertiser has the right to use the above services only once for each contract. Each item must be confirmed at least 30 days in advance and agreed upon by the entire team. Subject to availability.



+ ADVANTAGES!



25% DISCOUNT ON JUNGLEMEDIA AGENCY'S SERVICES

Make the most of our team and get your ad produced by those with lots of experience in this community. Leave your graphic design work to a creative team that is always ready to serve you accordingly.
www.jungle-media.co.uk



DISCOUNT FOR READERS

6 You can take advantage of our monthly subscribers' letter and the readers' page (Inbox) in the magazine to offer give-aways or special discounts to our readers.



INTERNET BANNER

7 Rotating banner (100 X 100 pixels) on the welcome page of our new website, with more than 10,000 hits a month. And what's more, every advertiser still gets a special link in our virtual 'yellow pages'.

* The advertiser has the right to use the above services only once for each contract. Each item must be confirmed at least 30 days in advance and agreed upon by the entire team. Subject to availability.

Give me an example...

Imagine you want a 1/4 page ad for six months. For just £95 per issue, you get all the great features listed above. This is far less costly than any kind of promotion your company has ever done. And remember, **JungleDrums** publishes 20,000 copies monthly and hits its target audience full on!

The package deal?

Check out our prices in the Special Proposal.

Special Deal			
	1 page	1 1/2 page	1 1/4 page
6 months	£350 Per issue	£180 per issue	£95 per issue
1 year*	£310 per issue	£160 per issue	£85 per issue

* Free Artwork for every 1 year contract (only for use in JungleDrums Magazine)

JungleGuide

	1 pag.	1 1/2 pag.	1 1/4 pag.	1 1/8 pag.	1 1/16 pag.	1 1/32 pag.
1 year	£310* (6 installments of £620)	£160* (6 installments of £320)	£85* (6 installments of £170)	£45* (6 installments of £90)	£27* (6 installments of £55)	£15* (4 installments of £45)
6 months	£350* (4 installments of £525)	£180* (4 installments of £270)	£95* (4 installments of £143)	£50* (3 installments of £100)	£30* (3 installments of £60)	£17* (2 installments of £50)
3 months	£380* (2 installments of £570)	£200* (2 installments of £300)	£105* (2 installments of £158)	£55* (2 installments of £83)	£35* (2 installments of £53)	£19* (1 installments of £55)
1 months	£400*	£220*	£115*	£60*	£40*	£20*

* per issue

Important Information

DEADLINES Book your space by the 18th of every month
Artwork deadline: 20th of every month

HOW TO SEND YOUR ARTWORK
 JPG, TIF or PDF with 300dpi resolution to:
design@jungledrums.org

SIZES
 Full page 213x270mm
 1/2 page 183x117.5mm
 1/4 page 89x117.5mm
 1/8 page 89x56.25mm
 1/16 page 41.65x56.25mm
 1/32 page 41.65x25mm

ARTWORK
 free artwork (only for use in JungleDrums Magazine)
 artwork £20
 artwork £50
 artwork £80
 artwork £100

JungleDrums Contact Details

www.jungledrums.org | sales: 020 7242 5141 | main line: 020 7242 5140 | ad@jungledrums.org