



COMMUNITY NEWS

Town Guide Proposal Pack

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WHO WE ARE





Countrywide Publications

COUNTRYWIDE PUBLICATIONS

Community News is a division of Countrywide Publications, a well-established publishing house based on the Suffolk coast, just outside Southwold.

Having started as one free monthly newspaper more than 50 years ago, our portfolio now includes three monthly newspapers, two pub guides, multiple town guides, as well as a number of other bespoke publishing solutions.

Based onsite with our parent company, Micropress Printers, we are able to handle everything in-house from advertising sales, design, print and distribution.

Looking after a project from conception to completion ensures a smooth process from start to finish.

MICROPRESS PRINTERS LTD

Established in 1979, Micropress Printers is one of the UK's largest independently owned printing companies, specialising in litho printing, digital printing and fulfilment services; all done in-house at a state-of-the-art, nine-acre site near Southwold in Suffolk.

Micropress were winners of the Print Week 'Company of the Year' award 2022, recognising not only its commitment to customer service but also to staff training and investment in the future. They are also proud to be officially certified as a carbon balanced business.

micropress
your partner in print



WHY CHOOSE US?

1 PROVEN TRACK RECORD

Having been established over 50 years, we are proud to have worked with town councils and communities for more than half a century.

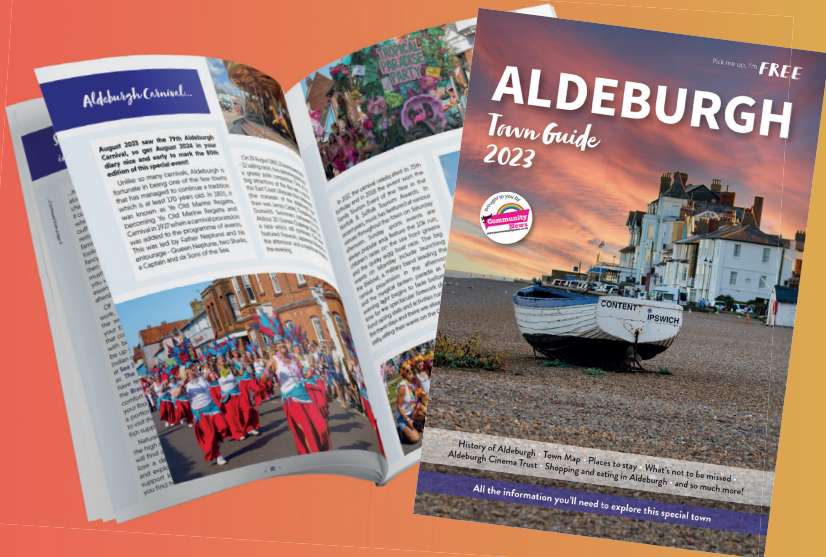
2 THE COMPLETE PACKAGE

In partnership with our parent company, Micropress Printers, we are able to provide all services under one roof.

3 EXPERIENCED TEAM

Our team may be small, but it is mighty! There are five of us who have more than 80 years' combined experience in publishing.

A LOOK AT WHAT WE DO



WHAT CAN WE DO FOR YOU?

A rapidly growing part of our business is the production of town guides.

We work with a number of town councils to produce handy A5 guides covering useful and essential contacts, things to see & do, a town map, history, shopping, walking & exploring, points of interest.

These guides are bi-annual and delivered to the town council to distribute to residents, visitors and businesses over the two-year shelf life.

We are looking to expand the area we cover and by working

with town councils we are able to offer this service nationwide.

This is a great way of combining essential information and communicate with residents, visitors and businesses in your town.



View our full portfolio on our website



View an issue of Aldeburgh Town Guide

A LOOK AT WHAT WE DO



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WHAT WILL IT COST?

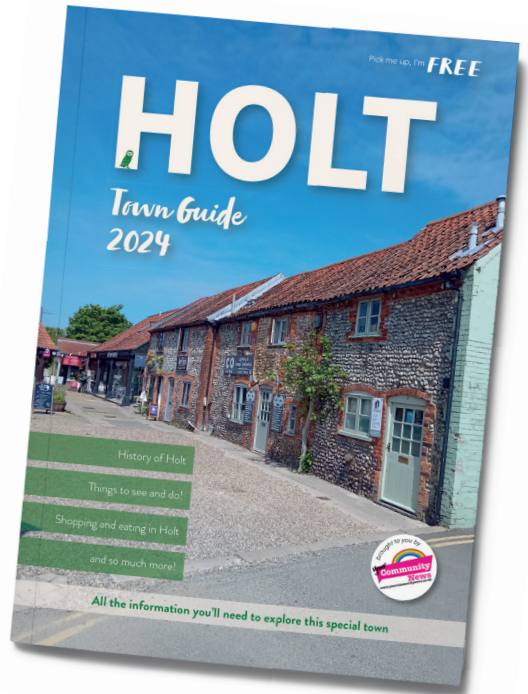
Nothing!

There is no cost to the town council. We contact local businesses with a view to advertising in the guide.

This advertising covers the cost of production and print and gives the businesses within the guide a great way of reaching the community.

Advertising is also important content within the guide as it gives readers further information and contacts.

*This is based on our established format of a 36-page A5 publication and a run of 4000 copies.



HOW INVOLVED WILL YOU BE?

We always like to work with the town council on a guide as you are the experts when it comes to what your town needs.

Many councils have a town manager who looks after marketing and promoting the town.

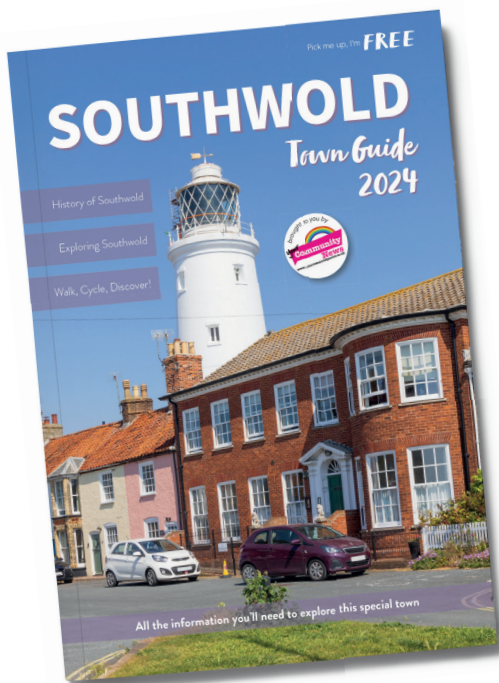
However, we are happy for each council to choose their level of involvement. Some like to send all editorial content while others prefer to send an introduction and leave the rest to us.

We want the guide to work for you, your town and the people who live and visit there.



View an issue of Holt Town Guide





DIGITAL PRESENCE?

Everything we publish has a strong online presence. We can send links and digital copies for town councils to make the guide accessible from their website or social media platforms.

PRINT STILL RELEVANT?

Yes, very much so. In a world where we are bombarded by digital advertising, being able to pick up something tangible is still very popular.

This is even more apparent when talking about something like a bi-annual town guide as people will keep their copy handy to access the contacts, information and map.

ADDITIONAL INFORMATION

As an independent publishing house working with our parent company, we are able to be flexible and adapt any of our titles or projects.

Should you be interested in a larger title, more pages or a greater number of copies we can look at different options.

These would incur a cost.

WHAT TO DO NEXT?

If you are interested in learning more about how we can work together to produce a town guide for you then please don't hesitate to contact David Burns, Publications Manager at Community News for an informal discussion.

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Southwold Town Guide



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