



Gillstream Markets Ltd

Advertising Opportunities 2024

Contact Information

Office: 01665 562 971 **Email:** sales@meltonmowbraymarket.co.uk **Web:** www.meltonmowbraymarket.co.uk

Why Advertise With Us?

The 'Stockyard of the Midlands' is on the rise and is the rural hub of Leicestershire. With thousands of visitors to the livestock market and to the farmers market every week it combines a growing food and drink destination and really is the place to be. As the business grows across the board through our variety of specialised sales and events, we gain new vendors from around the country very year. The market endeavours to keep growing promoting farming and rural life, which could be aided by your support! All this, making Melton Mowbray Market a great place to advertise your company.

Melton Mowbray Market Banner Advertising 2024

Banners can be sited in both the sheep shed, cattle building and around site- a great way to advertise your business. Weekly footfall can be seen in the table below:

<u>Sale Day</u>	<u>Expected Footfall</u>
MELTON TUESDAYS	1500
MELTON WEDNESDAYS	350
SATURDAY SALES	500
SPECIAL SALES AND RARE BREEDS	3750
FOOD FESTIVALS AND OTHER SITE EVENTS	3750

Site Banner Adverts

Banner advertising is around the site; these can be placed in the sheep shed where hundreds of customers pass through each week or in the cattle shed foyer and the sale rings.



Banner Rates

£500 per annum.

£50 per month.

£25 per sale day.

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Market Report Advertising:

The weekly Market Report is an A5 full colour booklet produced every Thursday to cover all the news and data from the two previous market days.

- *Displayed on the Melton Mowbray Market website*
- *Posted on Facebook (over 18,000 followers), Instagram (over 2000 followers) & Twitter (over 900 followers)*
- *Emailed out to over 1200 customers each week*
- *Sent to all (avg 200+) vendors selling stock that week (with statement)*
- *200 copies in the office on and after market day*

Size	Per Week	Per Quarter	Per Annum
Full Page (colour)	£75	£750 <i>(13 @£57.70)</i>	£2,500 <i>(52 @£48.00)</i>
½ Page (colour)	£40	£400 <i>(13 @£30.80)</i>	£1,250 <i>(52 @£24.00)</i>
¼ Page (colour)	£25	£250 <i>(13 @£19.20)</i>	£800 <i>(52 @£15.40)</i>
⅛ Page (colour)	£15	£150 <i>(13 @£11.54)</i>	£500 <i>(52 @£9.62)</i>

Special Sale Advertisement

We also have space for advertising in various Special Sale Catalogues throughout the year, including the Pedigree Cattle Multibreed Sale, The British Limousin Spring Show & Sale, The Spitalfields Show & Sale, The May Spring Fling Sale of In Lamb Ewes and The Spring Suckler Sale to name a few.

Size	Per Insertion	Dimensions
Full Page	£85	180mm x 140mm
½ Page	£65	90mm x 140mm

Any of these upcoming sales are also available to sponsor. Please get in contact to discuss further options.

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Tradestands and Promotional Material:

Tradestands:

A standard 3m x 3m tradestand on the pavilion walkway in front of the sheep shed and cattle building can be pitched weekly. Prices below:

Tradestand Option	Pricing
Weekly	£50
Monthly	£160
Annual	£1800

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Terms of Agreement

All materials and logos are to be provided by the advertising company at least two weeks prior to the agreed advertising period. The party concerned is also to provide social tags for each platform. A contract will be provided and is to be signed and agreed by both parties in advance to the advertising period. Contract to be supplied by Gillstream Markets.

1. Price

The advertising party agrees to pay the contracted amount made payable to the Market at least two weeks in advance.

2. Trademarks and Materials

Subject to the terms and conditions of this Agreement, the Advertiser grants the Market the right to use the company's trade names, logo designs, trademarks, and company descriptions as provided in the marketing materials. These assets may be used in any medium of advertising, promotional products or marketing materials distributed solely in connection with Melton Mowbray Market. The Market agrees to use materials according to the Advertiser's trademark usage guidelines, but offers no indemnity relating to said usage. No marketing material that has not been approved by Gillstream Markets will be permitted on the premises.

3. Term

This Agreement will be valid for the period agreed in the contract by both parties.

The terms and conditions of this Agreement shall not be divulged to any third party without prior written approval from both parties.

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THE STOCKYARD OF THE MIDLANDS

WEEKLY TUESDAY SALES PRIME LAMBS, CULL EWES &
STORE LAMBS

PIG SALES EVERY 1ST AND 3RD TUESDAY OF THE
MONTH

WEEKLY WEDNESDAY SALES OF PRIME CATTLE,
STORE CATTLE & CALVES

SEASONAL BREEDING SHEEP SALES

SOCIETY AND PEDIGREE SALES

MARKET TAVERN & FUNCTION FACILITIES

PEDIGREE LIVESTOCK SALES

FARM SALES, VALUATIONS & DISPERSALS

ANNUAL RARE BREED SALE

DEADWEIGHT CATTLE SALES

STRAW & FODDER SALES

MONTHLY SATURDAY SPECTACULAR SALES

ON SITE FARMERS MARKET, ANTIQUE & VINTAGE
SALES

AWARD WINNING BREWERY

FOLLOW US:

MELTON MOWBRAY MARKET



WWW.MELTONMOWBRAYMARKET.CO.UK

WWW.STKYARD.CO.UK

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