

MEDIA PACK

**WE SHOW YOUR
BUSINESS TO THE WORLD**



The Global Leading Magazine Network



The Sentinella

The Global Leading Magazine Network

About The Sentinella Network

The Sentinella Magazine was launched in 2004 in the Nerja region of the Costa del Sol, in an area known as the Axarquía. It is aimed at the expat community who live here on a permanent or temporary basis, plus English-speaking tourists. Within three years the pagination of our debut issue tripled and now, five years on, there are four separate editions of The Sentinella covering the Costa del Sol and Costa Tropical.

Mission Statement

Our mission is to help people switch off from the doom and gloom of the news and media and replace with laughter, fun and joy. They say laughter is the best medicine, and our mission is to give everyone on the planet a regular dosage. For advertisers this means that potential clients see your advert in a vibrant, positive and healthy mood, strengthening the likelihood of a good response.

Global Vision

Through our franchise opportunity it is our intention that The Sentinella magazine covers areas and countries across the world. This will attract a global readership of our magazines, including the online editions. As The Sentinella spreads, the vibration of the planet will be raised for us all.

The Sentinella magazine is distributed to key premises in each community where we have an edition. These premises include Bars, Restaurants, Tourist Offices, Town Halls & Notary Offices. Along with 7,000 printed copies per area, we also have online editions, which we send to readers across the globe.

There are currently 28,000 magazines distributed each month across the Spanish Costas. We have a readership of 100,000 per month, PLUS thousands who access the online editions via our website, and our monthly newsletter.

We have avid readers from all over the world, including the UK, Ireland, USA, Canada & Australia.

Why you should advertise with The Sentinella?

- All clients receive MASSIVE VALUE advertising packages
- Receive a free Business Directory listing on our website
- Advertisers are included for Free in our Online editions
- We use a range of social media tools to boost the distribution of The Sentinella
- There are now four editions of The Sentinella magazine distributed across the Costa del Sol and Costa Tropical regions in Spain
- The Sentinella has been established for more than 5 years
- Our readership excels 100,000 per month
- Above all, we spread fun, fun spreads goodwill and goodwill creates happy customers!

Advertising Options

Our Magazines - You can choose which edition or editions of The Sentinella you would like to advertise in. There are great deals for advertising across one or more edition. There are currently four editions.

Our Website - All advertisers receive a free Business Directory listing, but aside from this, we can add business case studies to our site, video case studies and banner advertisements to our website.

Our Newsletter - This is currently emailed to more than 5,000 people monthly. This figure grows each month as more people sign up to receive it. You can include an article and / or a banner advertisement.

Our Editions:

1. Axarquía - from Nerja to Benajárfé and inland to Competa, Lake Vinuela and all towns in between.
2. Costa Tropical - from La Herradura to La Rabita and inland to The Lecrin Valley and Alpujarras.
3. Costa West - from Calahonda to San Roque and inland to Ronda
4. Malaga - from Mijas to Rincon de la Victoria and inland to Coin and Antequera

**VISIT OUR WEBSITE WWW.THESENTINELLA.COM
TO REGISTER FOR OUR NEWSLETTER**



The Sentinella

The Global Leading Magazine Network

Advertising

You can advertise across **The Sentinella Group** in one or more of the following ways:

1. A printed advert in one or more of our magazines
2. A banner on our website, on a page of your choice
3. An electronic advert on our monthly newsletter campaign
4. An editorial in one or more editions of our magazine
5. By taking advantage of our Special Package offering advertising across all these mediums.

Please see our Magazine Advertising Price List below:

Advertisement Size	1 Month	3 Months	6 Months
Business Directory Listing (one year 12 editions)	n/a	n/a	€60
Full Page Colour Advert	€170	€150 per month	€140 per month
Half Page Colour Advert	€100	€ 90 per month	€ 80 per month
Quarter Page Colour Advert	€55	€ 50 per month	€ 45 per month
Bargain Box Colour Advert (1/8 of a Page - Minimum 3 months)	n/a	€ 30 per month	€ 25 per month
Inside Front and Inside Back Pages	€200	Contact Us for Details	Contact Us for Details
Back Page	€250	Contact Us for Details	Contact Us for Details

All prices are subject to IVA at 16 per cent.
Advertising sizes and colour may vary in each edition.

To advertise please contact Kami on (0034) 664 210 468
Email: sales@thesentinella.com

MEDIA PACK THE SENTINELLA THE GLOBAL LEADING MAGAZINE NETWORK



The Sentinella

The Global Leading Magazine Network

MEDIA PACK THE SENTINELLA THE GLOBAL LEADING MAGAZINE NETWORK

Advert Artwork Specification

Please find below some guidelines in the accepted artwork for our titles:

Accepted File Types

We currently accept the following file types for pre-designed adverts: Tiff, Jpeg, PDF Version 1.3. All artwork must be sent in high resolution at 300 DPI. We DO NOT accept documents of Quark, In Design, Photoshop, Illustrator or Publisher. If you have any doubts or queries, please call us on +34 664 210 468

Design Service

At The Sentinella we design adverts for our clients for free, as part of the service. If you would like to take advantage of this service then please bear in mind the following:

All text to be sent in body of email or on MS Word. Images to be sent as Tiff, Jpeg, or PDF files, in 300 DPI.

Deadlines

Please check with the edition you are advertising in to see when the deadline for the month is. Bear in mind that artwork is usually needed by the 15th of the month prior to publication.

Delivery

Please deliver the images, adverts and text files via email to sales@thesentinella.com clearly stating the edition you would like to advertise in (see page 2 of this document).

Advertisement Sizes

The following advert sizes are available in The Sentinella magazine:

Full Page	135 mm wide x 196 mm high
Half Page Landscape	135 mm wide x 97 mm high
Half Page Portrait	65 mm wide x 196 mm high
Quarter Page Landscape	135 mm wide x 48 mm high
Quarter Page Portrait	65 mm wide x 97 mm high
Eighth of Page (Bargain Box)	65 mm wide x 48 mm high





The Sentinella

The Global Leading Magazine Network

Website Advertising

Banners on our main website, www.thesentinella.com, are available from **200€** for 6 months. Alternatively we can add your business to our Online Business Directory (including web link) for **75€** for 12 months. For website pricing please contact the relevant edition directly or email info@thesentinella.com if you are interested in advertising on The Sentinella home page..

Newsletter Advertising

Our monthly Sentinella Newsletter is currently emailed to more than 5,000 subscribers. To advertise on this with a banner link, or an editorial and link, costs from **150€**

Special Advertising Package 1

Our Special Advertising Package includes the following:

- A full page colour advert in three editions of your choice for a period of 6 months.
- A half page editorial in each of those editions for one of those months.
- A business directory listing for 12 months in each of those editions.
- An online business finder listing on www.thesentinella.com for 12 months.
- A banner on our monthly newsletter campaign.

Usual Price **3,105 €**
 Special Price **2,400 €**

Special Advertising Package 2

Our Special Advertising Package includes the following:

- A half page colour advert in all four editions for a period of 6 months.
- Online Business Finder listing on all The Sentinella mini sites for 4 months.
- A Business Directory listing for 12 months in each of those editions
- An editorial in each edition for one of the editions for one of the 6 months.
- A banner on 2 of our newsletter campaigns in the 6 month period.
- A banner advert on The Sentinella website home page for 6 months..
- A banner on our monthly newsletter campaign.

Usual Price **3,315 €**
 Special Price **2,610 €**

Contact us for more special package prices according to your advertising requirements.





The Sentinella

The Global Leading Magazine Network

Sentinella Design and Print

We take looking after our customers very seriously and we are always looking at ways to improve our services and provide customers with what they need. **Sentinella Design and Print** was launched in January 2009. We now offer:

Leaflet Design and Printing	(from 150€ for 1,000 double sided)
Business Card Design and Printing	(from 150€ for 1,000)
Brochure and Catalogue Design and Printing	(price on request)
Website Design, Newsletter Design & SEO	(price on request)
One On One Internet Marketing Tuition	(from 50€ per hour)
Copywriting Service/Training	(pricing on request)

If you would like to take advantage of any of these services then please email us with your requirements on info@thesentinella.com and we will get back to you ASAP with a quotation, including postage and packing fees.

Custom Publishing

The Sentinella Global Magazine Network now creates staff magazines and customer publications across the globe, recruiting experts in magazine design. Is it time to get your message out there to the masses?

We produce both print and electronic magazines in a range of formats and styles. We adapt our design and copywriting to suit your industry and unique customer message. Show the competition who is boss in your field!

Business Opportunity

The Sentinella Business Opportunity was launched in 2007 to help people create and launch their own lucrative Sentinella magazine in an area of their choice. It is a sociable and fun business with low start-up costs and no need for premises or staff. Work from home at a pace to suit you!

To request a free Information Brochure please log on to www.thesentinella.com

Contact Details: Telephone: +34 952 968 096 (landline)
+34 610 976 284 (mobile)
Website: www.thesentinella.com

Email: info@thesentinella.com
sales@thesentinella.com

We look forward to making your business a success

Follow us on Twitter @Keidi_Keating
@The_Sentinella

