

# THE BENEFITS OF ADVERTISING IN The High Sheriff

- ◆ Direct access to a highly affluent and influential group of readers who are of significant social standing in their local community.
- ◆ Most past and present High Sheriffs manage or run their own business in commerce, farming or the professions and are connected to an extensive network of charities, local organisations and committees.
- ◆ The readers both use and purchase a wide variety of luxury services and materials, especially during their term of Office as High Sheriff.
- ◆ Advertisers will be helping the Association's registered charity, National Crimebeat, which supports young people in promoting crime prevention initiatives.



The High Sheriff magazine has a circulation of over 1400, comprising High Sheriffs both past and present, High Sheriffs in nomination, High Court Judges, Chief Police Officers (ACPO) and other prominent organisations and individuals. This presents advertisers with a unique opportunity to target this affluent and discerning audience. The Magazine provides members of the Association with essential news, reports and details of forthcoming events, as well as highlighting the aims and achievements of National Crimebeat.





## **The duties and responsibilities of the modern day High Sheriff are:**

- ◆ Attendance at Royal visits
- ◆ To provide hospitality and look after the well-being of High Court Judges on Circuit
- ◆ Acting as the Returning Officer for parliamentary elections
- ◆ Responsibility for the proclamation of the accession of a new Sovereign
- ◆ Maintenance of the loyalty of subjects to the Crown
- ◆ To undertake duties to support and encourage voluntary and statutory organisations engaged in all aspects of law and order
- ◆ To work with organisations involved with young people, in particular through the Association's charity, National Crimebeat which encourages young people between the ages of 5 and 25 to help create safer communities in which to live
- ◆ In accordance with the Criminal Law Act 1826, to make monetary awards to those, who in the opinion of the Judges at a criminal trial, have been active in the apprehension of certain offenders
- ◆ Since February 2004, as one of the two royal appointees in each county of England and Wales, participation in the recently established Citizenship Ceremonies at which new Citizens make an oath of allegiance to the Queen and receive their Certificate of Citizenship

## **COPY REQUIREMENTS**

High resolution 'press ready' PDF with CMYK images and postscript fonts embedded.

An artwork and setting service is available but may be charged at cost.

## **RATES AND SIZES OVERLEAF**

# The High Sheriff

The Magazine of the High Sheriffs' Association of England & Wales

Please reserve the advertisement space indicated below: TICK AS APPROPRIATE

Advertisement sizes	height x width		price mono		price colour
<b>Full page (text grid)</b>	270 mm x 186 mm	<input type="checkbox"/>	£316.00 + VAT	<input type="checkbox"/>	£553.00 + VAT
<b>Full page bleed size</b>	303 mm x 213 mm	<input type="checkbox"/>	£316.00 + VAT	<input type="checkbox"/>	£553.00 + VAT
<b>Full page trim size</b>	297 mm x 210 mm				
<b>Half page horizontal</b>	132 mm x 186 mm	<input type="checkbox"/>	£185.00 + VAT	<input type="checkbox"/>	£290.00 + VAT
<b>Half page vertical</b>	270 mm x 90 mm	<input type="checkbox"/>	£185.00 + VAT	<input type="checkbox"/>	£290.00 + VAT
<b>Quarter page</b>	132 mm x 90 mm	<input type="checkbox"/>	£118.00 + VAT	<input type="checkbox"/>	£211.00 + VAT
<b>Eighth page</b>	64 mm x 90 mm	<input type="checkbox"/>	£ 75.00 + VAT	<input type="checkbox"/>	£117.00 + VAT

This booking is authorised by

Position

Name of company

Address

Date

Special positions (IFC, IBC, OBC) plus 10% to page rate.

Advertising agency discount: 10%. All prices exclude VAT.

Loose inserts: accepted by arrangement, e.g. A5 sheet (up to 6g) - £140.00;

A4 sheet (up to 10g) - £156.00

Publication dates:

June

December

Advertisement copy deadline:

22 May

20 November

Grant Hosie

The High Sheriff Advertisement Department

Heritage House

PO Box 21 Baldock

Herts SG7 5SH

Tel: 01462 896688

Fax: 01462 896677

Email: Grant@hall-mccartney.co.uk

# The High Sheriff

The Magazine of the High Sheriffs' Association of England & Wales



## 2020 RATE CARD *and* MEDIA INFORMATION

*The Office of High Sheriff is the oldest continuous secular  
crown appointment in England & Wales and dates back well  
over a thousand years*