

Advertising report March 2025

The classified adverts were higher than usual in both the March and April 2025 issues.

Also, more people are reading and following the instructions in the magazine, so there are fewer that need to be chased up to provide required information.

If some of you remember I asked for help (via the committee WhatsApp group) with a member who had requested to advertise two vans without identities. The email came from a garage business email address and they had also advertised another van for sale just a few month previously. So I was also concerned they were a trader and should be paying for adverts, even as a club member. Following the advice given by the committee members who responded to my request for help, I emailed him back, but have never had any response from him.

Hopefully in the May issue, we will have an accommodation advert on Noticeboard as there is a chap in France wanting to advertise his gite with us.

John and I have been working on putting together a rate card for the magazine that will give details of the new payment/discount procedure for advertisers. So I attach a copy of our proposed document and as long as everyone is fine with it, I will get it sent out to our advertisers.

Finally, thanks to everyone who helped get the April magazine turned around very quickly so that we saved a bit on postage as we got it into the post just before the postage rate increases were due to take effect.

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