



# MEDIA PACK





# Four local magazines serving local communities

The name of our company may not be instantly familiar to you but if you live or work in the south of Sheffield or in north Derbyshire our freely-delivered quality publications surely will be.

We produce the area's four favourite magazines; Active8 which is delivered to homes and businesses in the Sheffield 8 district, Dronfield Eye which is read by people throughout the S18 postcode area, Wings, serving the communities of Wingerworth, Ashover and surrounding villages and Twist, our magazine for Chesterfield. Carrying out our own distribution, magazines are carefully delivered to all homes and businesses in our chosen circulation areas.

In total, we produce and distribute 51,000 local magazines. Because they are bright and attractive and are packed with relevant local features, news items and pictures, people pick them up and enjoy reading them. That is why local businesses featured in our pages generally enjoy a healthy response to their advertising messages. Response is so good that some companies have advertised their goods and services in our magazines each month since our formation in 2002.

Our publications are more than simply magazines which arrive through people's letter-boxes each month; they play important roles in the communities they serve.

**ACTIVE8**, our first magazine, was launched in 2002 and 15,500 copies of this glossy publication are carefully distributed each month throughout the Sheffield suburbs of Woodseats, Beauchief, Meersbrook, Heeley, Meadowhead, Norton, Norton Lees, Millhouses, Abbeydale, Greenhill, Bradway, Jordanthorpe, Batemoor and Lowedges.

Active8 is proud of its strong associations with the local area, working closely with schools, the local Community Assembly, sports clubs, youth groups and many other societies. The magazine actively promotes the local area and supports many local good causes. It was through Active8 that the Woodseats Festival came into being in 2006.



ACTIVE

dronfield  
EYE

Twist  
magazine

Wings

*dronfield*  
EYE, first published in 2005, is delivered each month to 15,000 homes in Dronfield, Dronfield Woodhouse and Coal Aston, plus surrounding villages including Holmesfield, Barlow, Apperknowle, Unstone, Troway, Hundall, Millthorpe, Middle Handley and Sheepbridge.

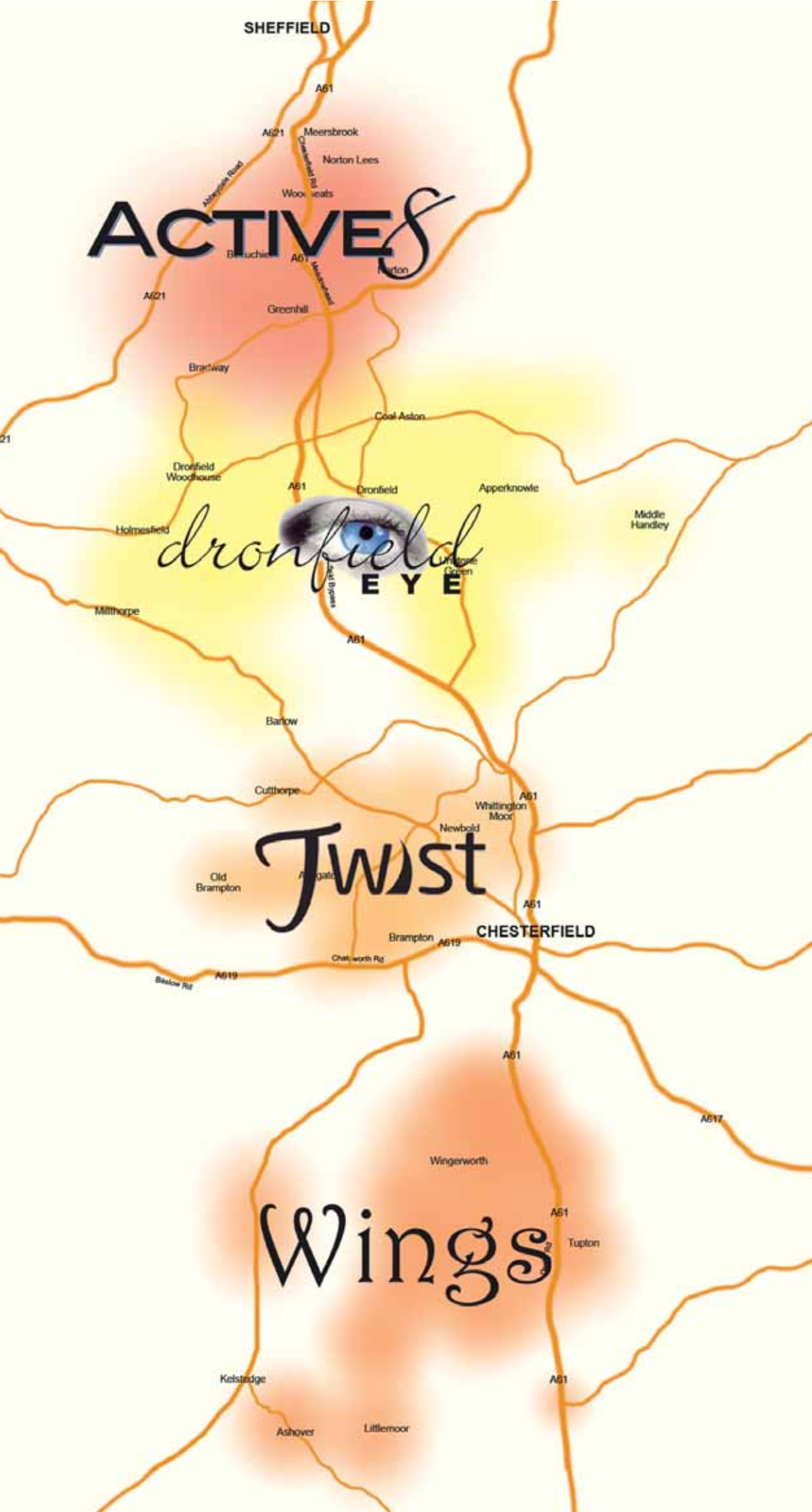
Once again this is a magazine which is firmly rooted in the local community where it is warmly welcomed by many organisations. Supported by Dronfield Town Council, it is the only publication delivered throughout the S18 district and it is well respected by hundreds of advertisers who wish to promote their products and services to the widest possible local readership.

**Wings** magazine, which has been around for more than a decade, was acquired by Heron Publications Ltd in 2009 and 5,000 copies are published and freely distributed every two months. Serving the North East Derbyshire villages of Wingerworth and Ashover, it is also delivered to homes and businesses in Tupton, Alton, Littlemoor, Milltown and Clay Cross town centre.

Wings is an important thread in the fabric of the local community and each edition is supported by Wingerworth Parish Council. This magazine also has particularly strong links with local schools, churches, clubs and societies and attracts advertising from throughout its distribution area and further afield.

**Twist**, our newest monthly title, serves the expanding town of Chesterfield and is distributed free of charge to 15,500 homes and businesses. Again it includes relevant local news stories, features and pictures and it has already become just as popular as our other three magazines.

People love reading our magazines and those living outside our distribution areas can also catch up on local happenings by reading our publications via their computer at [www.heronpublications.co.uk](http://www.heronpublications.co.uk).



# ACTIVE

# dronfield EYE

# Twist

# Wings

## ACTIVE

*Delivered throughout S8 and parts of S17:*

Woodseats  
Beauchief  
Meersbrook  
Heeley  
Meadowhead  
Norton  
Norton Lees  
Millhouses  
Abbeydale  
Greenhill  
Bradway  
Jordanthorpe  
Batemoor  
Lowedges

## dronfield EYE

*Delivered throughout S18:*

Dronfield  
Dronfield Woodhouse  
Coal Aston  
Gosforth Valley  
Hilltop  
Holmesfield  
Barlow  
Apperknowle  
Unstone  
Troway  
Hundall  
Millthorpe  
Cowley  
Middle Handley  
Sheepbridge

## Twist magazine

*Delivered throughout S40 and S41:*

Chesterfield town centre  
Whittington Moor  
Newbold  
Ashgate  
Dunston  
Sheepbridge  
Chatsworth Road  
Brampton  
Brookside  
Brockwell  
Old Brampton  
Cutthorpe

## Wings

*Delivered throughout S42 and S45:*

Wingerworth  
Ashover  
Milltown  
Alton  
Littlemoor  
Tupton  
Clay Cross town centre