

# Drawing Board Productions Community Interest Company

Independent, Hyperlocal Community Newspapers  
to Inform, Inspire, and Connect



**HEATONS  
POST**



**CHEADLE  
POST**



**DIDSBURY  
POST**



**CHORLTON  
POST**

Drawing  
Board  
Productions

Company Registration No: 12591996

**2022 Business Pack**

# OUR NEWSPAPERS

Heatons Post, Cheadle Post, Didsbury Post and Chorlton Post are not-for-profit, hyperlocal community newspapers which form part of the activities of Drawing Board Productions Community Interest Company.

Published on a monthly basis, our newspapers provide a printed platform to share local news & information helping to keep communities better connected and informed.

Focusing on positive news, our newspapers feature news stories from all sectors, including community groups, charities, schools, sports clubs, local businesses and residents.

**Heatons Post** - covering The Heatons (SK4) and Reddish (SK5)

**Cheadle Post** - covering Cheadle Village, Cheadle Hulme and Gatley (SK8)

**Didsbury Post** - covering Didsbury (M20) and Burnage (M19)

**Chorlton Post** - covering Chorlton (M21) and Whalley Range (M16)

# DISTRIBUTION

## **Print and distribution figures for each publication:**

- **Heatons Post - 13,000**
- **Cheadle Post - 6,000**
- **Didsbury Post - 6,000**
- **Chorlton Post - 3,000**

## **Distribution:**

- **shops and community spaces across the areas covered by each publication**
- **local libraries and leisure centres in each area**
- **local high schools and primary schools within each area**
- **supermarkets, including Tesco, Sainsbury's, Asda, Morrisons and Co-op.**
- **through the post to monthly subscribers**
- **door-to-door delivery through paid and volunteer distributors**
- **online issues**

# Current Publication Breakdown

## Heatons Post

- launched February 2020
- first issue: 12 pages of content with a print and distribution volume of 3,000
- current: 24 pages of content with a print and distribution volume of 13,000
- Dedicated news stands in:
  - BP Heatons Mersey
  - Tesco Stockport (Portwood)
  - Morrisons Reddish
  - Asda Manchester Road
  - Reddish Life Leisure
  - Heaton Moor Library
  - Reddish Library

## Cheadle Post

- launched July 2021
- first issue: 20 pages of content with a print volume of 3,000
- current: 20 pages of content with a print volume of 6,000
- Dedicated news stands in:
  - Sainsbury's Cheadle Royal
  - Asda Cheadle Hulme
  - Co-op Cheadle Hulme
  - Co-op Gatley
  - Local Libraries: Cheadle, Cheadle Hulme, Heald Green & Hazel Grove
  - Cheadle Life Leisure
  - Hazel Grove & Bramhall Life Leisure

# Current Publication Breakdown

## Didsbury Post

- launched February 2022
- first issue: 16 pages of content with a print volume of 3,000
- current: 20 pages of content with a print volume of 6,000
- Dedicated news stands in:
  - Tesco East Didsbury
  - Tesco Burnage
  - Coop Didsbury Village
  - Coop Burton Road
  - Burnage Library
  - Didsbury Library
  - Nuffield Leisure Centre

## Chorlton Post

- launched September 2022
- first issue: 16 pages of content with a print volume of 3,000
- Dedicated news stands in:
  - Co-op Beech Road
  - Co-op Barlow
  - Morrisons Chorlton
  - Asda Whalley Range

# **BENEFITS TO BUSINESSES OF ADVERTISING IN A NOT-FOR-PROFIT COMMUNITY NEWSPAPER**

- **Opportunity to brand-build your business through advertorials, adverts, offers or sponsorship.**
- **Opportunity to support a community project and meet your CSR commitment.**
- **Opportunity to stay connected to, and engaged with, your local community.**
- **Help to raise your profile and gain exposure across the Heatons, Reddish, Cheadle, Cheadle Hulme, Gatley, Didsbury, Burnage, Chorlton and Whalley Range through cross-publication promotion.**

# INDIVIDUAL PUBLICATION BUSINESS PACKAGES

## Business Listing

Your business listed  
in the Classifieds section

From £30 per issue  
plus vat

## Voucher

Your special offer printed  
as a cut-out voucher

From £45 per issue  
plus vat

## Advertorial

Advertorial of 250 or 500 words,  
including logo and image

From £200 per issue  
plus vat

## Advert

Full colour advert

From £250 per issue  
plus vat

## Front Page Banner

Full width, full colour, front page  
banner advert

From £200 per issue  
plus vat

## Issue Sponsorship

- Full width, front page banner advert
- 250 word Advertorial
- Website banner advert for one month
- Social Media 'shout outs'

Sponsorship tailored to suit your  
needs - please contact us to discuss

Discounts are available on multiple advert options per issue and on cross-publication promotion - please contact us to discuss.

# Business Promotion In Print and Online

Package	Number Per Print Issue	Social Media Promotion	Featured on Website
<b>Business Listing</b>	30+	✓	✓
<b>Voucher</b>	1	✗	✗
<b>Advertorial</b>	2	✓	✗
<b>Advert</b>	4	✓	✗
<b>Front Page Banner</b>	1	✓	✗
<b>Issue Sponsorship</b>	1	✓	✓



# Business Promotion



## Open up an inspiring new lifestyle

### Appreciate that warm feeling

Our modern, spacious retirement apartments are exclusively designed for independent living. Enjoy a feature fireplace with integrated fire, 80% wool carpets throughout, a fully-fitted kitchen and specially designed shower rooms. Relax in comfort and style in a safe, warm new home.

### Your time to flourish

Find companionship, social occasions and a range of activities on your doorstep to dip into whenever the mood takes you. Dine with family and friends in our restaurant\*, pamper yourself in our hairdressing salon\* and therapy suite\* or simply chat over a coffee in our Homeowners' lounge.

### Carefree retirement living

We'll take care of the gardening, window cleaning and external maintenance, leaving you with less to worry about and more time to embrace the things you love. For peace of mind, there's 24/7 support from our on-site team, your own front door and security system.

Show apartments open: request a brochure or book a tour

Call 0161 241 5933 • Visit [adlington.co.uk](http://adlington.co.uk)

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\*Additional charges apply. See website for details.



- Spacious 1, 2 & 3-bedroom apartments for sale
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- All our Legal Consultants are DBS checked (previously CRB) and carry out annual Continuous Professional Development Training.
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Stockport, SK2 7NR  
0161 791 1350



\* All prices subject to VAT | excludes registration fee if required

### ADVERTORIAL

## GET RELAXED ABOUT TAX

by Andy Slade

January brings with it the deadline for submitting Self Assessment tax returns and paying any taxes owed. If you haven't submitted your 2019-20 tax return yet here are a few things to remember:

- The Self-employed can claim expenses for working from home. Claim a proportion of your costs for items such as heating, Council Tax and mortgage interest or rent.
- Don't forget! If your tax bill for the year is over £1,000 and you pay less than 80% of your taxes through Pay As You Earn then you'll also need to pay an advance 'payment on account' on 31 January towards next year's tax bill.
- Taxpayers with a tax bill under £30,000 can use HMRC's Time to Pay facility to pay over an additional 12 months.

If you need help with your tax return, please contact TaxAssist Stockport and we'll be happy to help you.

### Tax Dates for the start of 2021:

31 January 2021 – Self Assessment tax returns for 2019-20 and Income tax payments (including payments on



account that were deferred from July 2020) are due.

March 2021 – Chancellor to announce the Government's new budget (date yet to be confirmed at the time of writing).

31 March 2021 – VAT payment deadline for all payments not paid due to Coronavirus. Opt into the new VAT deferral payment plan, which launches in early 2021 and payments can be spread out to March 2022.

31 March – Stamp Duty threshold decreases.

5/6 April - The personal 2020-21 tax year ends. The new 2021-22 tax year begins.

Sign up for our FREE email newsletter at the link below to keep up to date with the latest tax news and advice: [www.taxassist.co.uk/stockport/register/newsletter](http://www.taxassist.co.uk/stockport/register/newsletter)

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# Business Promotion

Registered charity number 209782



## Together Trust in Cheadle for nearly 100 years

As one of Cheadle's leading disability charities, the Together Trust has been championing and caring for people in the region for over 150 years.



## We're hiring! Join our team

There are some fantastic opportunities to join our team. You can help change lives, while being supported every step of the way.

"I was really apprehensive about leaving the NHS but I'm really glad I did. Every day is different and rewarding."  
Wanausha, Speech and Language Therapist

Competitive rates of pay and pension

Flexible working

On-going training and development

Support for your health and well being

[togethertrust.org.uk/join-us](https://togethertrust.org.uk/join-us)

If you want a chat about any opportunities please email [jobs@togethertrust.org.uk](mailto:jobs@togethertrust.org.uk)

## Love is your superpower

Change a child's life by becoming a fostering superhero

Get in touch to request your fostering guide [fostertogether.org.uk](https://fostertogether.org.uk)



## Greenbank

Preparatory School and Day Nursery

Cheadle Hulme

Cheshire SK8 6HU

0161 485 3724



EXPLORE

ENCOURAGE



ENGAGE



Free Pre School & Reception Taster Sessions  
12th & 13th January 2022



## RHS FLOWER SHOW TATTON PARK

21-25 July 2021

RHS Members' Day 21 July

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# Our Advertisers

Advertisers and supporters of not-for-profit, hyperlocal community news include:



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# Ready to Support Community News?

As a business supporter, you will help to keep Heatons Post, Cheadle Post, Didsbury Post and Chorlton Post in print and enable distribution to increase, ensuring essential local news and information reaches as many residents of the Heatons, Reddish, Cheadle, Cheadle Hulme, Gatley, Didsbury, Burnage, Chorlton and Whalley Range as possible.

For more information, or to purchase a business package, contact Mel on: 0161 511 3292

or via the relevant publication email:

Heatons Post: [news@heatonspost.co.uk](mailto:news@heatonspost.co.uk)

Cheadle Post: [news@cheadlepost.co.uk](mailto:news@cheadlepost.co.uk)

Didsbury Post: [news@didsburypost.co.uk](mailto:news@didsburypost.co.uk)

Chorlton Post: [news@chorltonpost.co.uk](mailto:news@chorltonpost.co.uk)

**Thank you for your support!**

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