

# BL6 Local

media pack 2026

print

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# advertising with BL6 Local

## The local lifestyle magazine keeping everyone connected...

Established with the goal of fostering connections and emphasising community news, the magazines deliver uplifting, informative and engaging content for both residents and businesses. Our community pages help keep everyone connected, especially those not online and we see 80% of advertisers return to align with our brand for its trustworthiness and reliability.

Our motive is simple; uplift the local community, celebrate its spirit and inspire joy.

Our sister magazine the WN4 was launched in April 2011 and has been tried and tested to ensure that we are at the forefront of what our readers are asking for.

There are now two great platforms to enable you to reach your niche readership.

### **BL6 Local**

Hand delivered solo  
Delivered to 30,000 homes  
6 magazines per year  
Local reach  
Loyal readership  
Strong engagement

## Companies who advertise with us...

Astley Retreat  
Blackrod Primary School  
Bolton Golf Club  
Ellerbeck Care  
Francine Boutique  
GM Windows  
Heather Walkies  
Horwich Appliance Centre  
Howdens  
Jorgus Carpets  
Kip McGrath  
Morris Homes  
Rightio  
SL Autobodies  
Stirling Furniture  
The Bike Fitters  
The Flower House

# printed magazine

## BL6 Local magazine

Launched in 2025  
6 editions per year (Feb, Apr, Jun, Aug, Oct, Dec)  
5,000 copies bi-monthly  
30,000 copies per year  
Free, handbag size magazine  
Distributed by hand  
Distributed solo  
Lifestyle content including:  
what's on, food and drink,  
fashion and motor

Adverts from only £50 per edition or £300 per year



# BL6 Local

[www.issuu.com/wnlink](http://www.issuu.com/wnlink)  
for our sister magazine, the WN4

# our prices

## BL6 Local - 2026 rates

price per issue (6 issues per year)	<b>2 issues*</b>	<b>4 issues *</b>	<b>6 issues</b>
business card	£70 per issue	£60 per issue	£50 per issue
quarter page	£90 per issue	£80 per issue	£70 per issue
half page	£150 per issue	£140 per issue	£130 per issue
full page	£260 per issue	£250 per issue	£240 per issue

\* Min 2 issue booking

### **covers**

inside cover	£280 per issue
centre page spread	£450 per issue
back cover	£450 per issue

price for advertorials just ask

# magazine distribution

The BL6 Local is distributed 6 times a year, February, April, June, August, October and December.

Each edition goes out to around 5,000 homes, with the magazine reaching around 30,000 homes.

With 6 editions a year you can always be sure of advert exposure during the key times of the year;

## **February/March**

Valentines Day and Mothers Day

## **April/May**

Easter

## **June/July**

Summer

## **August/September**

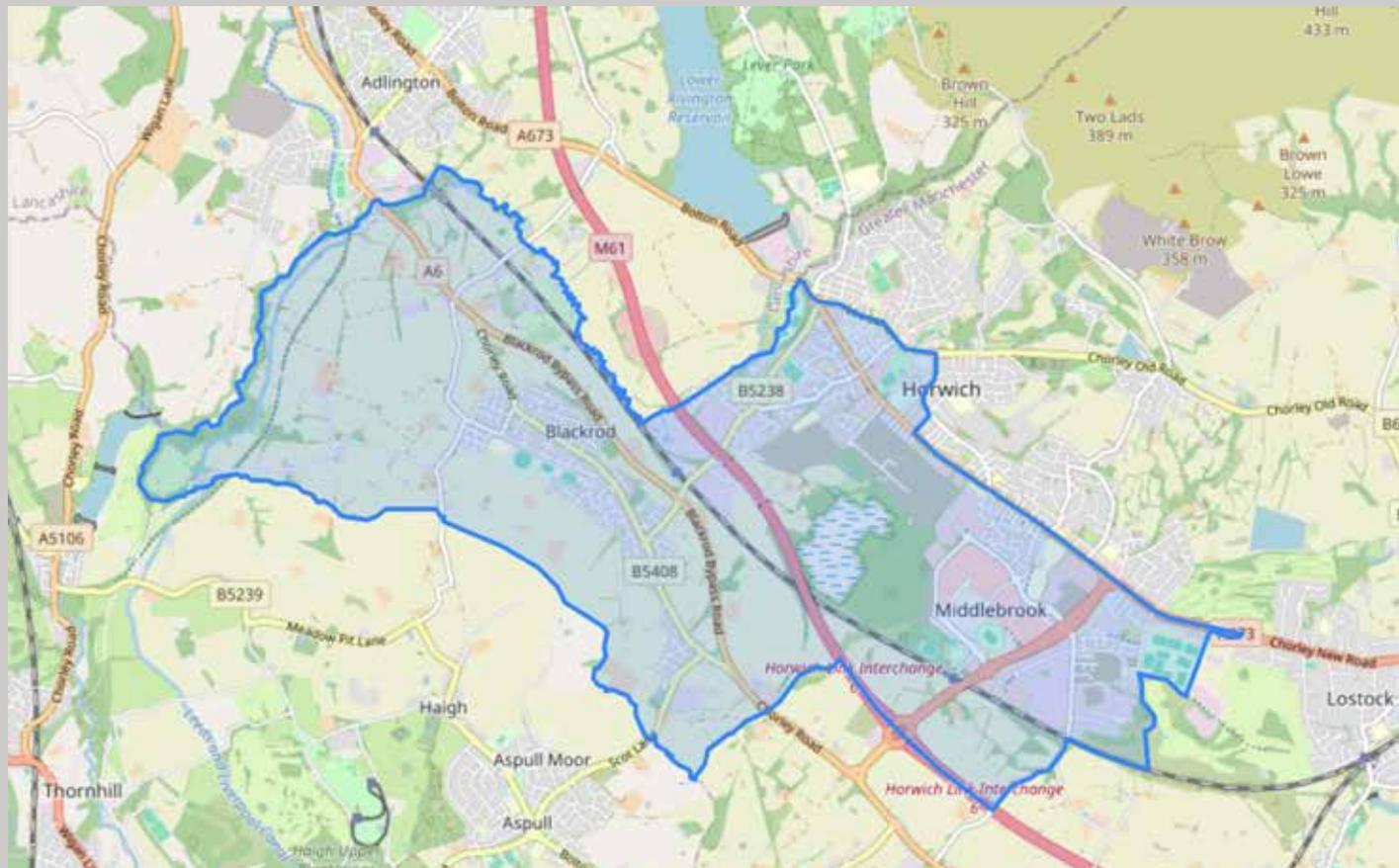
Back to school

## **October/November**

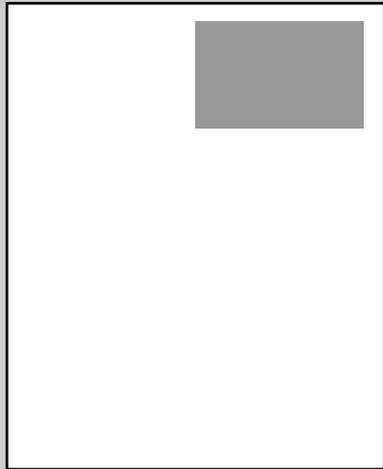
Halloween and Bonfire Night

## **December/January**

Christmas and New Year

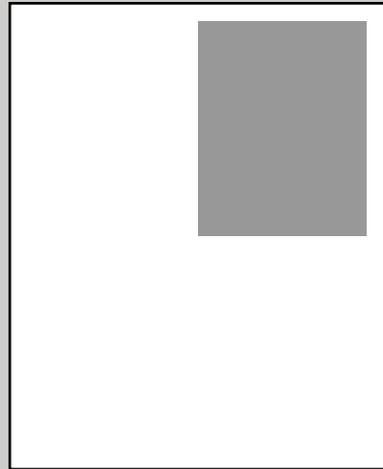


# print specifications



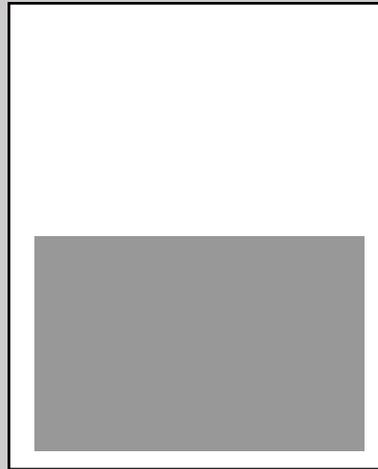
## Business Card

Advert dimensions  
63 mm wide x  
45 mm high  
No bleed required



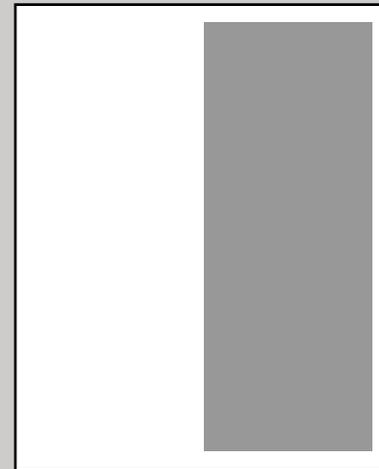
## Quarter Page

Advert dimensions  
63 mm wide x  
90 mm high  
No bleed required



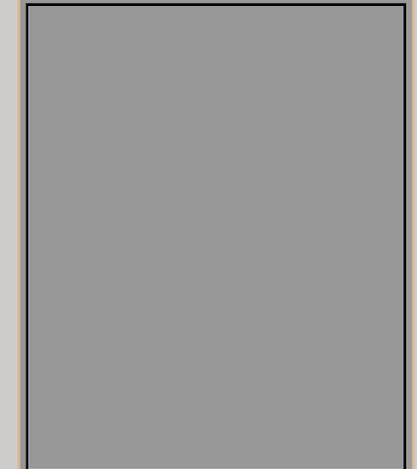
## Half Page H

Advert dimensions  
130 mm wide x  
90 mm high  
No bleed required



## Half Page V

Advert dimensions  
63 mm wide x  
182 mm high  
No bleed required



## Full Page

Advert dimensions  
148 mm wide x  
210 mm high  
**3mm bleed  
required all sides**  
Artwork Size  
**154 mm wide x  
216mm high**

## Format & Resolution

tiff, pdf or jpg, CMYK file, 300 dpi

# print deadlines

## BL6 magazine

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publication	artwork deadline	publication date
june/july	wednesday 20th may 2026	thursday 4th june 2026
august/september	wednesday 22nd july 2026	wednesday 5th august 2026
october/november	wednesday 23rd september 2026	wednesday 7th october 2026
december/january	wednesday 18th november 2026	wednesday 2nd december 2026
february/march	wednesday 20th january 2027	wednesday 3rd february 2027
april/may	wednesday 17th march 2027	wednesday 31st march 2027

publication dates may be subject to change due to the weather

# contact

## **WN Link**

Belmont House  
Blackrod  
Bolton  
BL6

## **07866 389 948**

bl6@wnlink.co.uk  
[www.wnlink.co.uk](http://www.wnlink.co.uk)

A digital version of the BL6 Local magazine  
can be viewed any time by visiting  
our website;  
[www.wnlink.co.uk](http://www.wnlink.co.uk)

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