



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
GM Windows
Heather Walkies
Horwich Appliance Centre
Howdens
JD Plumbing
Kip McGrath
Morris Homes
Rightio
Rivington Heritage Trust
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
for our sister magazine, the WN4

our prices

BL6 Local - 2026 rates

price per issue (6 issues per year)	2 issues*	4 issues *	6 issues
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

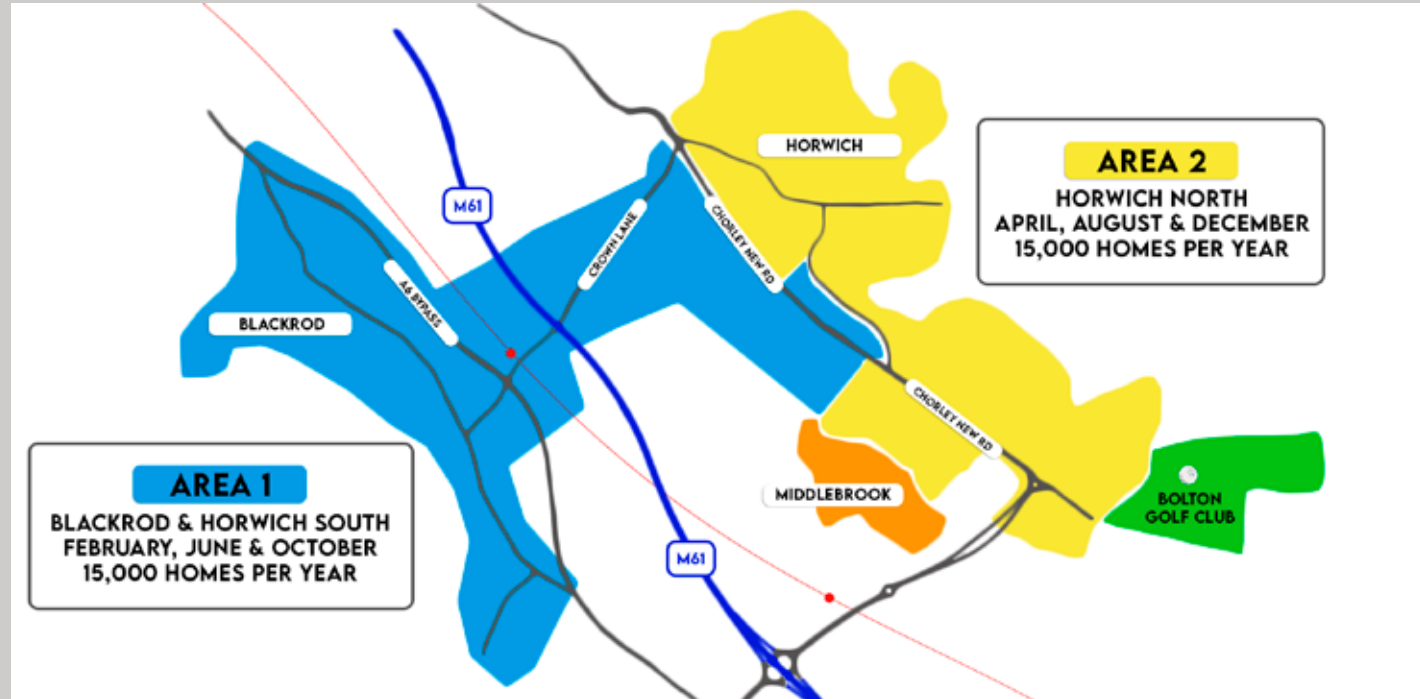
Back to school

October/November

Halloween and Bonfire Night

December/January

Christmas and New Year

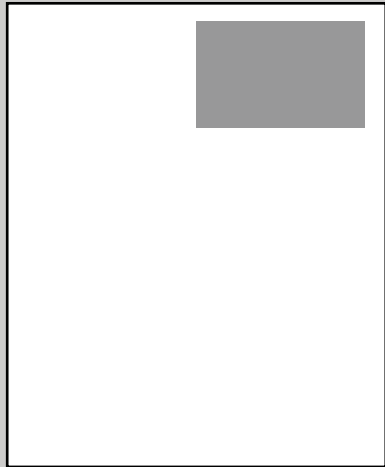


Brief overview of each area

Area 1 - Blackrod Village, Station Road, Crown Lane, Chorley New Road (To Texaco), Town Centre/Businesses, Locomotive Way (New Housing Estate), Horwich RMI Area & Victoria Road.

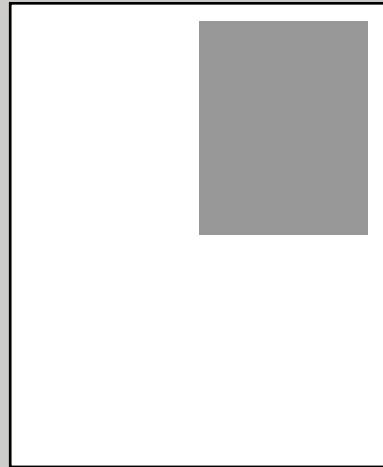
Area 2 - Lever Park Avenue, Lee Lane/Town Centre Businesses, Church Street to Jolly Crofters, Stocks Park Drive, Bottom 'O Th Moor, Chorley New Road (From Texaco to Beehive), Old Green Lane, Claypool, Fall Birch Road, The Meadows, Lostock Lane & Ox Hey Lane.

print specifications



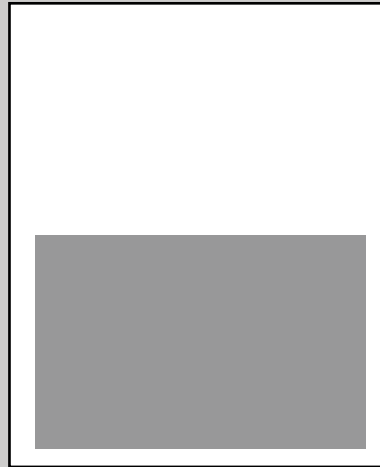
Business Card

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



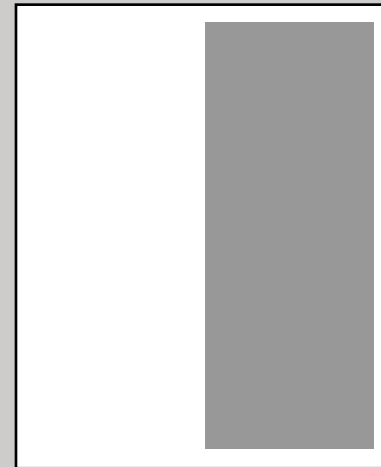
Quarter Page

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



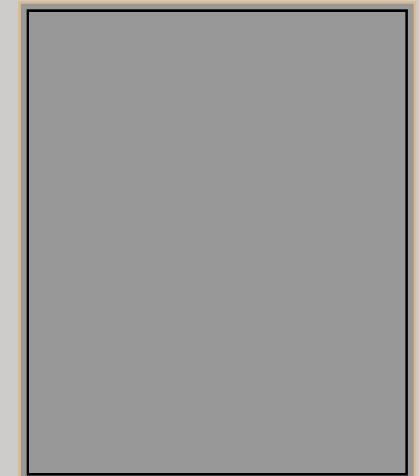
Half Page H

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

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

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A digital version of the BL6 Local magazine
can be viewed any time by visiting
our website;
www.wnlink.co.uk

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