



media pack 2026



print

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# advertising with WN4

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

Established with the goal of fostering connections and emphasising community news, the magazine delivers 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.

With the launch of the WN4 in April 2011 and our sister magazine, the BL6 in 2025, there are now two great platforms to enable you to reach the niche readership in both the WN4 and BL6 areas.

### **WN4**

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

## Companies who advertise with the WN4

Holiday Inn  
Fitness First  
The Co-operative Funeral Care  
Wigan & Leigh College  
Cansfield  
Byrchall High School  
YMCA Nursery  
Picton Buildbase  
Makerfield Timber  
Ashton Golf Club  
Millercare  
Slimming World  
Apex Health & Social Care  
Houghwood Golf  
Kip McGrath  
George Morris Physiotherapy  
Maid2Clean

# printed magazine

## WN4 magazine

Launched in 2011  
6 editions per year  
5,000 copies bi-monthly  
30,000 copies per year  
Free, glossy, handbag size  
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



See  
[www.issuu.com/wnlink](http://www.issuu.com/wnlink)  
for our back issues.

## our prices

### WN4 - 2026 rate card

price per issue	<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  
6 issues per year

### **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 WN4 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 each year.

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

**February/March** - Valentines and Mothers Day

**April/May** - Easter

**June/July** - Summer

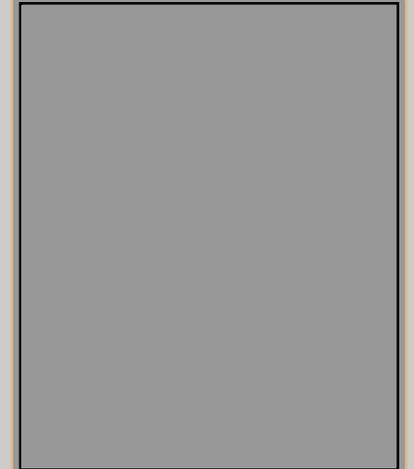
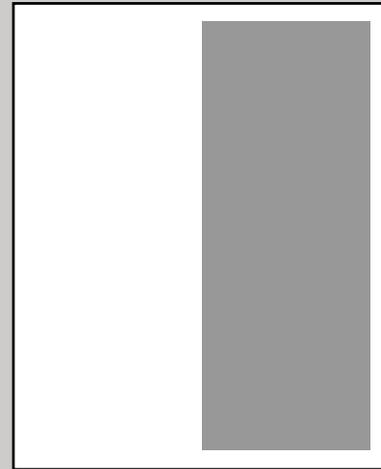
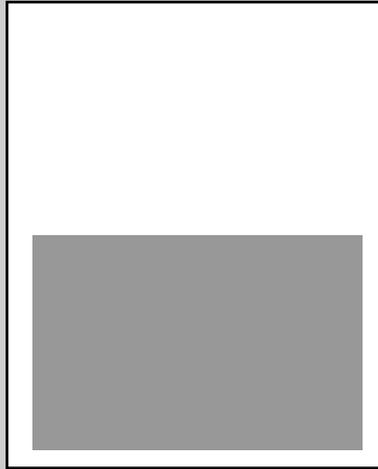
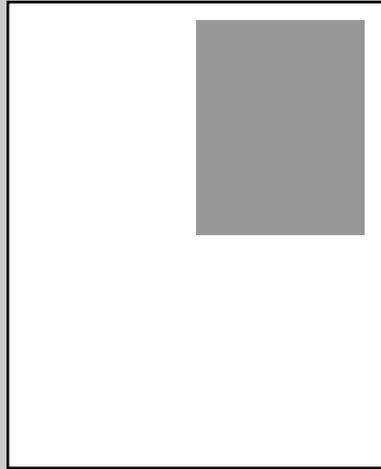
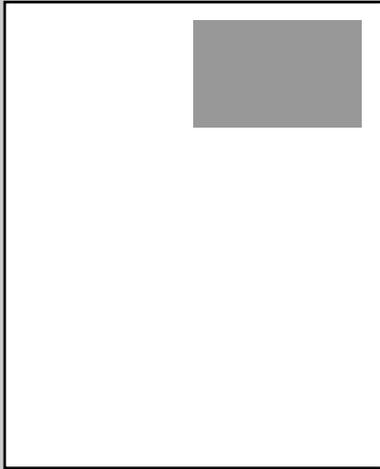
**August/September** - Back to school

**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**  
**Final Artwork Size**  
154 mm wide x  
216 mm high

## Format & Resolution

tiff, pdf or jpg, CMYK file, 300 dpi

# print deadlines

## WN4 magazine

publication	artwork deadline	publication date
june/july	wednesday 13th may 2026	wednesday 27th may 2026
august/september	wednesday 15th july 2026	wednesday 29th july 2026
october/november	wednesday 16th september 2026	wednesday 30th september 2026
december/january	wednesday 11th november 2026	wednesday 25th november 2026
february/march	wednesday 13th january 2027	wednesday 27th january 2027
april/may	wednesday 10th march 2027	wednesday 24th march 2027

publication dates may be subject to change due to the weather

# contact

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

Or by visiting our issuu page;  
[www.issuu.com/wn4](http://www.issuu.com/wn4)

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