

# Waltham Forest

Advertisement Rate Card

2022-23

NEWS



**123,000 copies delivered  
door to door!**

**Copies also available to pick  
up at 65 different locations.**

**4 x times a year**

**Advertising has never been easier**

[www.walthamforest.gov.uk](http://www.walthamforest.gov.uk)

Waltham Forest News is a free publication produced by the London Borough of Waltham Forest and the only local newspaper distributed across the whole of the borough. Every issue a 110,000 copies delivered to homes and businesses in Waltham Forest.

107,500 copies are delivered to 97,000 households and 6,500 businesses (where approximately two copies are delivered to high street shops).

2,500 copies are made available at pick up points across the borough including libraries, leisure centres and other Council premises.

By advertising in Waltham Forest News you can reach a wider audience in the borough and recruit local people. Waltham Forest News has the widest circulation in the borough.

**Waltham Forest**  
WINTER 2021 | NEWS | ISSUE 241

## A Fair Deal for Waltham Forest

Standing up for residents to get more resources on police numbers and public health alongside a new hospital as Council announces extra £5.5m investment

**Waltham Forest Council has unveiled a multi-million pound support package focused on younger and older residents who have been most affected by the pandemic, alongside a new lobbying campaign to ensure the borough gets a Fair Deal from central Government.**

A £5.5m funding pot has been announced including a £2,000,000 investment in children's services, a £400,000 investment to help people in the borough age well, and £200,000 of investment to connect Waltham Forest residents with good jobs.

This will be accompanied by a lobbying campaign asking the Government to ensure the Fair Deal and increase the level of support it deserves. The easiest way to other parts of London is clear from the number of police officers working in Waltham Forest.

In the outdated formula that decides our public health funding and in the disadvantaged state of Waltham Cross Hospital, Cllr Grace Williams, Leader of the Council, said: "The extra investment from the Council is targeted at those most affected by the pandemic as well as to make Waltham Forest a more equal place.

"Our young people need opportunities and a chance to develop their skills, and so we are bringing new green job opportunities for them to develop.

"Clear residents should be able to enjoy aging well in Waltham Forest and be sure that their voices are heard and valued. We must do all we can to reduce inequalities in our communities and remove the barriers that too many people face.

"The report out to Universal Credit will mean some of the borough's lowest income households will be facing a hard winter. That's why we need the Government to step up and give Waltham Forest a Fair Deal.

"For too long our borough has suffered from the perception that places like Westminster or Tower Hamlets somehow need more money and resources than us. These are dangerously outdated views of inner and outer London that are plain wrong and do a disservice to our residents."

**FORMING FOR A FAIR DEAL. READ 10**

**MINOX OPEN DAY**  
SATURDAY 20th Nov 2021 | 9:00am - 1:00pm  
TAKE CONTROL OF YOUR FUTURE  
Register here: [www.sgmc.ac.uk/opensday](http://www.sgmc.ac.uk/opensday)  
Working for a healthy, safe, green and more equal Waltham Forest | [www.walthamforest.gov.uk](http://www.walthamforest.gov.uk) | [@walthamforest](https://twitter.com/council)

**2 News**

**Fair Deal**  
Council Leader, Cllr Grace Williams

## Why a Fair Deal for Waltham Forest is so important

**When I was elected** Cllr Williams spoke about my values and how these would drive the work of the Council. Key to these values is fairness.

Over the coming months, I will be focusing on making sure that there is a Fair Deal for our residents, for this Council, and for our borough.

As we move into the winter, we know many of our residents are facing a cost of living crisis. Families who would normally manage to get by are now at risk of severe hardship because of the perfect storm created by cuts to universal credit, rising food and energy prices, and tax rises.

In the last decade we've seen rising in-work poverty, spiralling housing costs and mounting debt. These figures are shocking and deeply concerning.

We will do all that we can to help those families and provide a safety net where the government refuses to help. We will continue to provide discretionary payments to cover fuel bills, assist our food banks, and support a money and debt advice service.

However, it is clear that Waltham Forest deserves a Fair Deal from central Government.

For too long our residents have had to use a hospital in desperate need of rebuilding. We need funding and the green light to give us a Fair Deal on a new hospital.

As far back as 2014/15, Waltham Forest had the largest gap in London between our actual grant allocation and the level of need as assessed by the Department of Health. We need a Fair Deal on public health funding.

I was simply astounded when the Met Police recently announced an extra 600 officers - and our borough didn't get a single one. Does anyone think this is a fair deal for Waltham Forest?

I want to show residents that we are on their side. When we can act locally we will do so, and if we can't do it alone we will lobby for the resources our borough needs. I have written to the Chancellor to make the case for Waltham Forest.

On a separate note, I would like to pay my respects to MP Sir David Amess who was stabbed while leading a surgery with constituents in Leigh-on-Sea on Friday 15 October.

An attack on an elected representative is an attack on democracy. His family, friends, and colleagues are grieving his loss.

**LEADERS SPOTLIGHT - TACKLING THE CLIMATE EMERGENCY AND FLOODING RESPONSE UPDATE**

The Council has agreed its response to the Climate Emergency Commission report.

Global leaders are meeting in Glasgow for COP26 to discuss the climate emergency. Here in Waltham Forest we have announced what we will do in response to our Climate Emergency Commission's report.

Delivering green job opportunities, boosting biodiversity, reducing emissions from housing and transport, and ensuring behavioural change will be key to success. Visit page 6 for more details.

We have recently arranged special meetings with residents living in areas worst affected by flooding in July.

It was a chance for them to ask us and Thames Water questions about the incident and what actions we are taking. We have also prepared an advice page with information about being prepared before extreme weather occurs that you can find at [bit.ly/WalthamFloodPlan](http://bit.ly/WalthamFloodPlan).

On page 3 we speak with Gail Purfield about her experiences helping neighbours during the flooding.

**Contact Waltham Forest Council**  
[www.walthamforest.gov.uk](http://www.walthamforest.gov.uk)

**Waltham Forest News**  
Subscription form and contact details.

**Creple**  
Printed by Creple.

ROP Rates (General Advertisements) Price Per Ad					
Ad Sizes	1 Issue	2 Issues	3 Issues	4 Issues	Design
<b>Full Page</b> (H: 335mm x W: 265mm)	£1,855	£1,700	£1,545	£1,290	£360
<b>Half Page</b> (H: 146.5mm x W: 265mm)	£930	£850	£775	£645	£270
<b>Quarter Page</b> (H: 146.5mm x W: 132mm)	£545	£525	£465	£120	£180
<b>Front Page Banner</b> (H: 54mm x W: 265mm)	£500	£460	£420	£350	£135
<b>Classified Ad</b> (H: 58mm x W: 129.5mm) rates starting from £150					£135

Design services available upon request. Please email [LBWF@cubiquitymedia.com](mailto:LBWF@cubiquitymedia.com)

**Agency Commission:** 10% for BPA and PPA accredited agencies.  
**Note:** All prices are excluding VAT. Prices per insertion.

To advertise email: [advertisingwn@walthamforest.gov.uk](mailto:advertisingwn@walthamforest.gov.uk)



Cover Rates & Specials

Ad Sizes	Cost	Design
4-page cover wrap	£7,210	£900
4-page centre page pull-out	£5,150	£900
8-page centre pull-out	£8,240	£1,600
12-page centre page pull-out	£12,360	£1,800
Front page banner purchased with supplement	£310	£90
Back pages	£2,090	£240

**Agency Commission:** 10% for BPA and PPA accredited agencies.

**Note:** All prices are excluding VAT. Prices per insertion.

Waltham Forest News also offers a leaflet distribution service, meaning that your leaflet will accompany our paper across the whole of the borough or selected wards helping you reach your target audience easily at a competitive price.



For bespoke delivery campaigns that will suit your business, please contact [Advertisingwfn@walthamforest.gov.uk](mailto:Advertisingwfn@walthamforest.gov.uk)

Leaflet distribution from as little as **£35** per **1,000** leaflets

To advertise email: [advertisingwfn@walthamforest.gov.uk](mailto:advertisingwfn@walthamforest.gov.uk)

# Ad Dimensions



**Front page banner**  
(H: 54mm x W: 265mm)



**Full page**  
(H: 335mm x W: 265mm)



**Half page**  
(H: 146.5mm x W: 265mm)



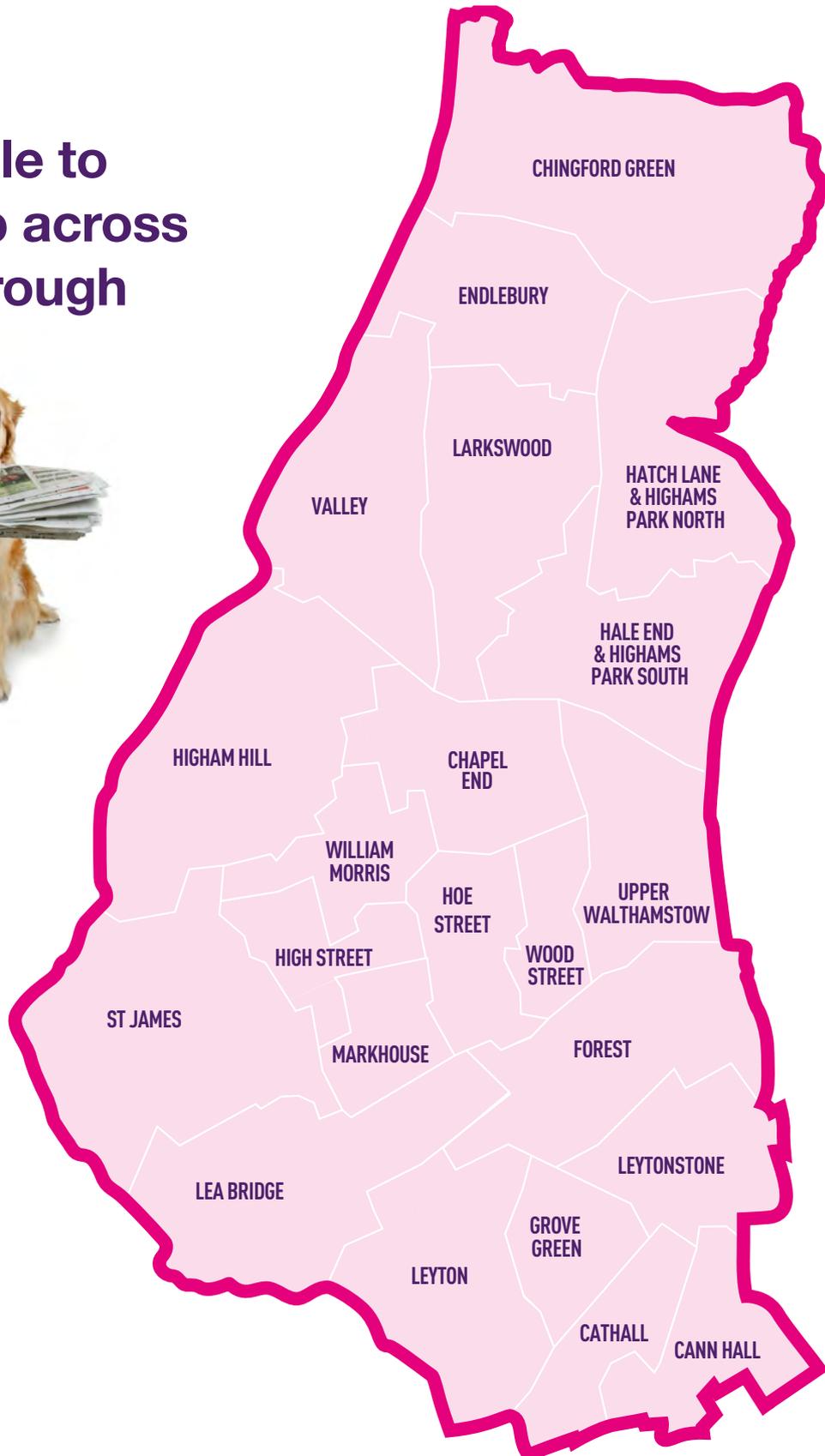
**Quarter page**  
(H: 146.5mm x W: 132mm)



**Classified Ad**  
(H: 58mm x W: 129.5mm)

To advertise email: [advertisingwfn@walthamforest.gov.uk](mailto:advertisingwfn@walthamforest.gov.uk)

**Copies  
available to  
pick up across  
the borough**



To advertise email: [advertisingwfn@walthamforest.gov.uk](mailto:advertisingwfn@walthamforest.gov.uk)

# London Borough of Waltham Forest

## Terms and conditions of insertion for advertisement in publication

1. In these conditions:-
  - 1.1 "the Publisher" means the London Borough of Waltham Forest (LBWF) the publisher of the newspaper (including any supplement, or magazine of other printed matter for which no charge is made to its recipient and which is published whether regularly or occasionally as part of, or in association with the newspaper) in or with which the advertisement is to appear or has appeared.
  - 1.2 "Advertiser" means the person, firm, company, their agents or assigns who wishes the publisher to publish an advertisement.
  - 1.3 "Advertisement" means the matter to be printed on the page or separately inserted or data stored on disk or the publisher is asked to publish and which is intended to be viewed by the Public.
  - 1.4 "Rate Card" means the Publisher's rate card in effect for the time being and may include, among other matters, its scale of advertisement rates, technical specifications, copy and cancellation deadlines and setting styles and standard conditions.
  - 1.5 "Publication" means the making information available to the public.
  - 1.6 "Copy" means the text and images which constitute the advertisement as supplied by the Advertiser either as raw copy to be set into an Advertisement by the Publisher or as finished artwork direct from the Advertiser or their agent.
2. Advertisements are accepted subject to LBWF approval of the copy and space being available.
3. These conditions apply in preference to and supersede any terms and conditions referred to, offered or relied on by the Advertiser whether in negotiation or at any stage in the dealings between the LBWF and the Advertiser with reference to the advertisement. LBWF will not be bound by any standard or printed conditions furnished by the Advertiser in any documents unless the Advertiser specifically states in writing, separately from such terms that it intends such terms to apply and LBWF acknowledges such notification in writing.
4. LBWF may omit or suspend any advertisements at any time upon reasonable grounds in which circumstance the Advertiser shall have no claim against LBWF. In the event of omission or suspension of an advertisement the Advertiser will be notified as soon as possible. If the omission or suspension is the fault of the Advertiser, payment for the advertisement will be due in full.
5. LBWF will not be liable for any loss of copy, artwork, photographs or other materials which the Advertiser warrants that it has retained insufficient quality and quantity for whatever purpose.
6. The Advertiser must supply copy instructions unasked. Unless copy instructions are received, LBWF reserves the right to publish only the Advertiser's name and address. The full advertisement price will be payable.
7. Where the Advertiser is using an agency the Advertiser warrants that it is authorised by the Advertiser to place the advertisement with the LBWF and the Advertiser will indemnify LBWF against any claim made by the Advertiser against LBWF arising from the publication thereof.
8. The Advertiser warrants that:-
  - any information supplied in connection with the Advertisement is accurate, complete and true;
  - in respect of any Advertisement submitted for publication which contains the name or pictorial representation (photographic or otherwise) of any living person and/or any part of any living person and/or any copy by which any living person is or can be identified the Advertiser has obtained the authority of such living person to make use of such name, representation and/or copy;
  - In relation to any investment Advertisement, the Advertiser is or its contents have been approved by an authorised person within the meaning of the Financial Service Act 1986 or the Advertisement is otherwise permitted by the Act;
  - the Advertisement complies with the requirements of all relevant legislation (including subordinate legislation, the rules of statutorily recognised regulatory authorities and the law of the European Economic Community) for the time being in force;
  - the advertising copy will not contain material of a political or religious nature, or in relation to the sexual services industry; and
  - all advertising copy submitted to LBWF is legal, decent, honest and truthful and complies with the British Code of Advertising Practice and all other relevant codes under the general supervision of the Advertising Standards Authority,The Advertiser will fully indemnify LBWF on demand against any claim or liability arising from the advertisement.
9. LBWF in its discretion and at any time, may alter the position or date of publication of the advertisement and/or amend the copy, including wording, images and logos submitted to suit the style and subject matter of the publication concerned and/or charge the costs of production (other than printing costs) as an extra.

10. Copy films and artwork supplied to the Advertiser shall be held and used by LBWF at the Advertiser's sole risk. LBWF may destroy any material supplied unless collected within six (6) months from publication.  
Corrected proofs must be returned by the date specified on the submission proofs. The Advertiser shall be responsible for checking proofs and corrections.
11. LBWF will accept no responsibility for the quality of the reproduction of any films or electronic images included in the copy.
12. LBWF will provide the Advertiser with one voucher copy per insertion. LBWF reserves to itself to make a reasonable charge if the Advertiser requests further copy.
13. Copyright in materials prepared by LBWF will rest in LBWF. Advertisements containing such material may not be reproduced without LBWF consent and its use by the Advertiser may be subject to LBWF granting a licence upon such terms as it considers reasonable in all the circumstances.
14. LBWF Logo shall not be incorporated in any advertisement without the express consent in writing of LBWF.
15. LBWF shall have the right to change its scale of advertisement rates at any time. On revision the Advertiser may cancel any outstanding orders but future orders shall be subject to the revised charges.
16. Invoices rendered by LBWF shall be paid within twenty eight (28) days from the date of the invoice (unless the Advertiser is a NPA/PPA recognised agent when clause 17 shall apply) and if they remain unpaid will bear interest at a rate of 4% above the Co-operative Bank plc base rate from the due date until payment is made.
17. Advertising agents recognised by the Newspaper Publishing Association ("NPA") and the Periodical Publishers Association ("PPA") will be granted commission as stated on the rate-card provided invoices are paid within twenty eight (28) days failing which the commissions will be reduced by 3% and a further 2% if invoices are not paid with fifty six (56) days of the due date.
18. In the absence of any other specific arrangements between LBWF and the Advertiser, payment in respect of the Advertisement (including any associated production, late copy and box number charges) is due in advance of publication except where LBWF has agreed to allow credit to the Advertiser, in which case the due time for payment shall be no later than 10 am on due date.
19. Full details of each remittance are to be supplied to LBWF by the due time. Payment shall mean the receipt by LBWF at its principal place of business (or elsewhere as it may direct) of cash or a cheque or at its bank of money transferred electronically or through the clearing banks' giro credit system.
20. Subject to the provisions herein LBWF will carry out its obligations hereunder with reasonable care and skill but otherwise all liability to the Advertiser, or any third party, for breach of contract, negligence (unless resulting in death or personal injury) or any other matter (including without limitation, delay or failure of an advertisement to appear and errors or omissions in any copy sent to LBWF) and if such exclusion shall be ineffective limits its total liability to the Advertiser, or third party to the charges paid or payable by the Advertiser hereunder.
21. All cancellations of any advertisement, or sponsorship booked by the Advertiser shall be required to be cancelled in writing and received by LBWF.
22. It is the responsibility of the Advertiser to check the correctness of the Advertisement (and of each insertion of the Advertisement if more than one). Without prejudice to condition LBWF assumes no responsibility for the repetition of an error in an Advertisement ordered for more than one insertion unless notified immediately the error occurs. Any other matter of complaint, claim or query (whether in relation to the Advertisement or the invoice) must be raised with the LBWF in writing within 7 days following (as the case may be) insertion of the Advertisement or of the date on which it is claimed the Advertisement should have appeared or of the receipt by the Advertiser of the invoice giving rise to it. Without prejudice to LBWF entitlement to be paid for the Advertisement as published a sum representing a reasonable proportion of the charge agreed at the time the Advertisement was booked, LBWF liability is limited to a maximum at its option of giving a credit for its charge for the Advertisement or (in an appropriate instance) of publishing the Advertisement for a second time without charge. Such complaint, claim or query shall not affect the liability of the Advertiser for payment by the due time of LBWF charges for that and all other advertisements.
23. There is no obligation on LBWF to supply voucher copies or tearsheets and their absence shall not affect the Advertiser's liability for the agreed charge.
24. The Advertiser will indemnify LBWF and agrees to keep it indemnified against all claims, costs, proceedings, demands, losses, damages, expenses or liability whatsoever arising directly or reasonably foreseeably as a result of any breach or non-performance of any of the representations, warranties or other terms contained in these conditions or implied by law.
25. The placing of an order for the insertion of an Advertisement shall amount to an acceptance of these conditions and any conditions stipulated on an order form or elsewhere by the Advertiser shall be void insofar as they are inconsistent with these conditions.
26. Return of the acknowledgement copy or letter, fax telex or other electronic mail, or provision of copy by the Advertiser shall be deemed acceptance of the order and the conditions contained herein.
27. All matters affecting the placing of the Advertisement and LBWF Conditions shall be subject to the Laws of England and the parties agree and dispute or difference, if it cannot be resolved between the parties, acting in good faith, either may submit the dispute or difference to the jurisdiction of the English Courts.