

Rate card 2018/2019

about fram

Look no further than aboutfram, the local magazine that packs a Suffolk punch!

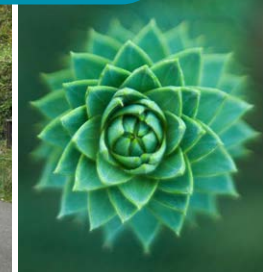
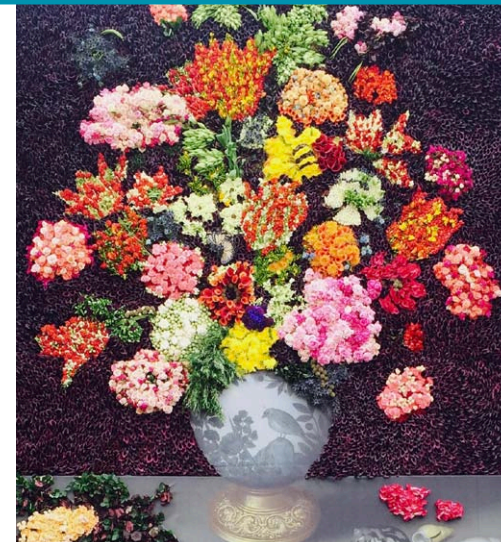
Featuring a series of articles about the people who work, live and unwind here, aboutfram is a celebration of what makes this unspoilt corner of Suffolk so special. Written with passion and beautifully designed, this free magazine is the perfect platform for your business.



about fram

Issue Fifteen

Look no further than aboutfram, the local magazine that packs a Suffolk punch!



THE WHITE HORSE
RENDHAM
FREEHOUSE

A traditional village pub
www.whitehorerendham.co.uk
01728 663497

When Four seasonal issues a year.

Issue 19 Copy deadline 26th September Publication date 2nd week October

Issue 20 Copy deadline 10th December Publication date 2nd week January

Issue 21 Copy deadline 30th March Publication date 3rd week April

Issue 22 Copy deadline 24th June Publication date 2nd week July

Print run

5000 copies per issue

Delivered to cafés, pubs, hotels, shops, beauty rooms, hairdressers, libraries, holiday letting agencies and tourist information centres throughout the region, from **Southwold**, along the coast to **Aldeburgh**

Along the **A12** corridor, via **Snape & Saxmundham**, to **Wickham Market & Woodbridge**.

Framlingham and the villages of Cretingham, Earl Soham, Bedfield, Saxtead, Worlingworth, Dennington, Badingham, Rendham, Sweffling, Laxfield, Monk Soham

A few key sites

Framlingham East of England COOP, The Crown Hotel, Framlingham Castle, all pubs, the library & shops, Framlingham College, Thomas Mills High School, Dr's Surgery

Laxfield The Coop, Laxfield Low House

Southwold The Swan, The Crown, The Sail Loft, the library

Walberswick The Anchor

Saxmundham The Bell Hotel, The Store

Snape Snape Maltings, Friday St Farm Shop & Café

Wickham Market East of England COOP, Café 46

Melton Ufford Park Hotel & Golf

Woodbridge Riverside Cinema, The Crown, Adnams & Seckford Hall

Kesgrave Milsom Kesgrave Hall

Debenham All shops along the high street

A1120 Emmett's of Peasenhall, Stonham Barns, most pubs, John Hutton Butchers

Available to read online via www.aboutfram.com and as a link from our weekly enews.

Advertising rates

1 off insertion

Outside back cover £600

Inside front cover £550

Inside back cover £500

Full page £450

Half page £250

Quarter page £150

Eighth page £75

3 issues or more (per issue)

Outside back cover £540

Inside front cover £495

Inside back cover £450

Full page £400

Half page £225

Quarter page £135

Eighth page £65

Advertising design fee

Full page £65

Half page £50

Quarter page £35

Eighth page £20

Technical specification

Please supply any artwork in the following formats:

*PDF *Jpeg *Tiff *EPS

Images need to be 300dpi & CMYK

All prices are exclusive of VAT

Contact us

For sales please contact

Sarah Clarke

T: 01728 666352

E: sarah@aboutmedia.co.uk

For editorial please contact

Kathy Churchill

T: 01728 666352

E: kathy@aboutmedia.co.uk



EXHIBITION

about design

Carving a niche



about design

The ability to leave our mark, to carve letters into stone or wood, has defined the civilised world for centuries, and The Lettering Arts Trust aims to preserve these timeless traditions for many more to come.

Based over at Snape Maltings, The Lettering Arts Trust is an independent art form and set up a series of training programmes, workshops and exhibitions. Harriet Frazer. She had difficulty finding a craftsman who could help her create a fitting tribute for a family member. Eventually, through friends, she found a letter carver and sculptor who created exactly what she had in mind, and realising that there was little awareness of the incredible skills of these artists, set up Memorials by Artists to enable the public to commission beautiful hand-made memorials. Over the following decade, as the register of lettering artists expanded

and their line of work evolved, the charity also began to champion this traditional art form and set up a series of training programmes, workshops and exhibitions. In 2012, in recognition of this broadening remit, they changed their name to The Lettering Arts Trust and today this wonderful charity is carving out a reputation as a centre of excellence for the lettering arts. Harriet only retired last year, leaving her work in the capable hands of Sarah Harrison, who meets me at The Lettering Arts Centre - their shop and gallery - to explain a little more about the charity and



about the land

Scouting for bees



about the land

The British bee population has been on serious decline over the last decade, so it is very reassuring to meet Penny Robertson, who together with other members of the Suffolk Beekeepers' Association, is on a mission to get our gardens buzzing again.

Penny has been a beekeeper for over twelve years and her well stocked garden at Saxmundham is home to over 100,000 busy honey bees. She actually has sixteen hives in total which are spread across five apiaries carefully located within the surrounding villages. She is a member of the Suffolk Beekeepers' Association and is currently the secretary for the Leiston branch who, united by their love of the humble honey bee, Apis mellifera and a passion to stop it disappearing from our summer borders forever, have a teaching apiary where budding beekeepers can gain invaluable hands-on experience before committing to their own hive.

It is a wonderful idea and so sensible, as even though there will be many people like myself who quite like the idea of wandering down the garden on a balmy afternoon to tend to their bees and to proudly hand out pots of honey at Christmas, do we really know how we will react once we get up close and personal to thousands of slightly cross bees?

That being said, the art of beekeeping is hugely rewarding and offers an insight into one of nature's most fascinating creatures. Each colony contains a single queen, around 50,000 female workers who are the ones you see out gathering the pollen and nectar, and



about food

Coming clean



about food

I have a weakness for sweetness. Offer me cake and no matter what the time of day, I will always say yes, and so when pastry chef Henrietta Inman asks me over to talk about her new book 'Clean Cakes' I am there like a shot of date syrup.

Henrietta has been a part of the Suffolk food scene for several years, delighting visitors to farmers' markets, pop-ups and food festivals with her beautifully presented macarons, dainty cupcakes and exquisite brownies. She learnt her craft as a pastry chef in the busy kitchens of some of London's finest restaurants, including the Michelin-starred Lanesborough Hotel, and this has given her a deep understanding of the precise and meticulous methods required for the art of pâtisserie. On returning to Suffolk in 2013 to set up her own business she began to take inspiration from her surroundings and was soon incorporating local fresh ingredients into

all her recipes, using raw honey straight from the hive, collecting free-range eggs from her hens who enjoy life pottering around the vegetable patch, and gathering flowers and herbs from her own garden. However, with the recent focus on healthy eating making culinary headlines, Henrietta explains that she felt she needed to push the boundaries of her own baking even further, and so she decided to stop using any processed ingredients. "I began experimenting with gluten-free flours such as quinoa and chestnut, and discovered an amazing range of natural sweeteners including things like date syrup, coconut sugar and Palmyra nectar powder, and by



about interiors

Get the look

- 1. Murano glass lamp with orange shade In de Cottage £95
- 2. French cafe stool Swan House & Garden £68 or £250 for 4
- 3. Cozy Shrutl Shawl Eme's House £95
- 4. Mug, sugar bowl and cream jug Eme's House From £7

- 5. Anglepoise lamp Curley's Yard £110
- 6. Red thermos jug by Eric Magnusson Curley's Yard £18



about interiors

- 7. Selection of painted furniture Two Pass Prices vary
- 8. Woodburning stoves The Fireplace Prices vary
- 9. Monopoly & Cluedo Selection available from Bill Bulstrode £16.99

- 10. Circular glass vase Dix-Sept Antiques £15
- 11. Henk Jansen Milk jug & mug Leo's Deli £16.50 and £11.95
- 12. Blue retro phone Catley's Yard £49

See stockists page 56

QUARTER PAGE

Portrait
73 x 102mm
One issue
£150
Three or more
issues
£135 per issue

FULL PAGE

Portrait
150 x 208mm
One issue
£450
Three or more
issues
£400 per issue

HALF PAGE

Landscape
150 x 102mm
One issue
£250
Three or more
issues
£225 per issue

HALF PAGE

Portrait
73 x 208mm
One issue
£250
Three or more
issues
£225 per issue

Directory

EIGHTH PAGE

Landscape
73 x 44mm
One issue £75
Three or more issues
£65 per issue

EIGHTH PAGE

Landscape
73 x 44mm
One issue £75
Three or more issues
£65 per issue

EIGHTH PAGE

Landscape
73 x 44mm
One issue £75
Three or more issues
£65 per issue

EIGHTH PAGE

Landscape
73 x 44mm
One issue £75
Three or more issues
£65 per issue

All prices are exclusive of VAT