Varsity Blues

Success through knowledge…

All prices are excluding agency commissions and VAT of 20% email: sales@burgstonemedia.co.uk
Burgstone Media Ltd Acc: 17560845 Sort code: 60-83-71 *Please request an invoice reference*

We will gladly design your advertisement for you at a cost of 15% of the total value of the advertisement plus VAT, please advise when placing your order.

Distribution: 10 000 copies to 50 Secondary schools, libraries and Community Centres in Nottinghamshire

Readership: Approximately 40 000 monthly, including parents, teachers, and career advisers.

Advertisement	Cost in £	VAT 20%	Total cost
Business Card	120	24	144
Quarter page	240	48	288
Inserts A4 FP (Per 1000)	240	48	288
1/3 Verticle	320	64	384
Half page	400	80	480
Full page	640	128	768
Opposite contents page	720	144	864
Opposite editors note	720	144	864
Inside front cover	800	160	960
Inside back cover	800	160	960
Outside back cover	800	160	960
Double page spread	1200	240	1440
Advertorial Double page	1200	240	1440

Advertisement	Height	Width
Full page		
Trim size	297mm	210mm
Incl 5mm bleed	307mm	220mm
Double Page Spread		
Trim size	297mm	420mm
Incl 5mm bleed	307mm	430mm
Half page vertical		
Trim size	297mm	115mm
Incl 5mm bleed	307mm	125mm
Half page horizontal		
Trim size	148.5mm	210mm
Incl 5mm bleed	158.5mm	220mm
Quarter Page		
Trim size	105mm	148.5mm
Incl 5mm bleed	110mm	153.5mm

The above price list is valid for the 2026 calendar year and relates to every issue of the Varsity Blues publication in 2026.

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WEBSITE ADVERTISING RATE CARD

Helping young people discover what's possible

Connect your organisation with a youth - focused platform covering careers, education, personal development and real-world opportunities

Introductory offer | 20% off your first booking

Website - only advertising

Promote your organisation directly on the Varsity Blues website without purchasing advertising in the printed publication

Every listing or banner package includes a clickable link to your website, helping interested visitors find out more about your services, programmes or opportunities.
Our rates are monthly prices in GBP. Rates and placements can be reviewed as audience analytics develop.

Monthly advertising options

1. Website Link Listing **£15 / per month**

- Company / Organisation name
- Short description (Up to 50 words)
- Clickable link to your website
- Listing in a relevant directory or opportunity section

2. Standard Banner Advert **£35 / per month**

- Clickable banner linking to your website
- Placement on one agreed website section
- Advertiser to supply artwork
- Monthly placement - subject to availability.

3. Featured Organisation **£50 / per month**

- Company logo and short profile
- Clickable website link
- Featured placement in an Organisations or Opportunities section
- Profile of uptown 100 words

4. Premium Banner Advert **£65 / per month**

- Large Banner in a prominent agreed position
- Clickable link to your website
- Home page or highly-visible section, Subject to availability
- Priority placement over standard banners

5. Homepage Sponsor **£100 / per month**

- Prominent Homepage banner and company name
- Clickable website link
- Short company introduction
- One sponsor position per agreed month, subject to availability.

Introductory Offer

New advertisers receive 20% discount on their first booking. The discount applies to the first month of one selected advertising package and is calculated against the published monthly rate.

Package	Standard monthly rate	First month with 20% discount
1. Website Link Listing	£15	£12
2. Standard Banner Advert	£35	£28
3. Featured Organisation	£50	£40
4. Premium Banner Advert	£65	£52
5. Homepage Sponsor	£100	£80

Optional creative services

Service	Cost	Detail
Banner advert design	£25 one-off	Design using advertiser supplied logo. Copy and brand assets, includes one reasonable revision
Large advert / Simple graphic	£15 one-off	Simple promotional graphic using supplied assets
Additional section placement	£15 / per month	Additional placement - subject to availability and suitability
Event or opportunity listing	£20 / per 30 days	Time limited listing with a clickable link

How website advertising works

1. Choose a package. Select a listing, banner, featured organisation profile or homepage sponsor placement.
2. Provide your details. Supply your website URL, company logo, short description and banner artwork where applicable.
3. Approve the placement. Burgstone Media Ltd confirms the agreed page, format, start date and duration before publication.
4. Go live. Your advert is published for the agreed monthly period and includes a clickable link to your website.
Proposed terms and conditions
5. Website-only service: Prices cover advertising on the Varsity Blues website only. Printed magazine advertising is not included.
6. Monthly booking: Each package is charged per month and begins on the agreed start date. Renewal, cancellation notice and payment due dates should be confirmed in writing before the booking begins.
7. Introductory discount: The 20% discount applies to the first month of one package for new website advertisers. It cannot be combined with other discounts unless agreed in writing.
8. Placement: Exact page position, dimensions, availability and display frequency are confirmed by Burgstone Media Ltd. Premium positions are subject to availability.
9. Artwork: Advertisers must have permission to use all supplied logos, images and copy. Artwork should meet the agreed size and file specifications. Design services are charged separately where selected.
10. Links and tracking: Advertisers must provide an accurate destination URL. Click reporting may be offered where suitable tracking is configured; traffic and click volumes are not guaranteed.
11. Editorial and safeguarding suitability: All advertising is subject to approval and must be appropriate for Varsity Blues' young audience. Burgstone Media Ltd may decline or remove content that is misleading, unsuitable, unlawful or inconsistent with the publication's values.
Burgstone Media Ltd | Varsity Blues Website Advertising• Performance: Advertising provides a placement and a link, not a guarantee of visitors, leads, sales or conversions. Website audience figures are not currently being represented as verified.
12. Taxes and final confirmation: Prices are proposed GBP rates. Confirm VAT treatment, invoicing arrangements, cancellation terms and any applicable taxes with Burgstone Media Ltd before publication.
13. To enquire or book: Contact Burgstone Media Ltd and provide your organisation name, preferred package, website URL and desired start date.
Website: varsityblues.co.uk | Publisher: Burgstone Media Ltd | Tagline: Helping young people discover what's possible.