

2025 Media Kit.

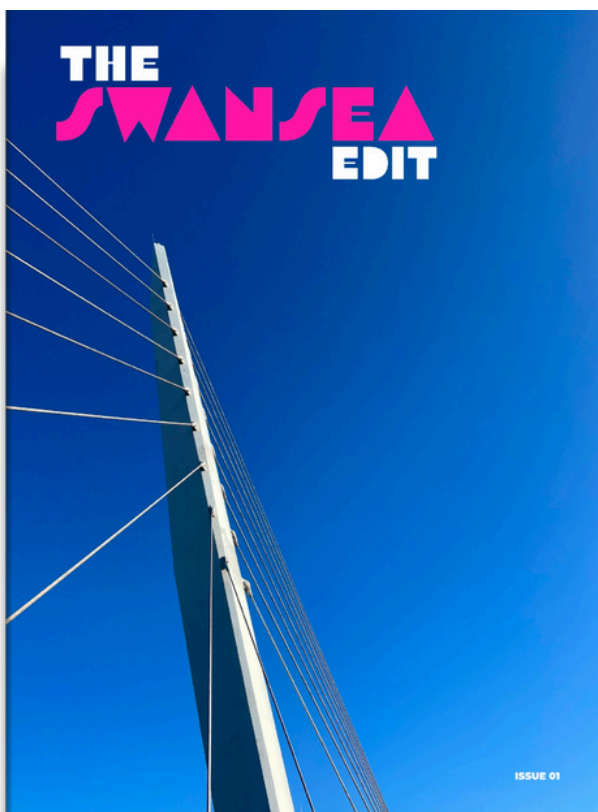
TSE

About

TSE

“The Swansea Edit is the only media brand dedicated to celebrating the spirit, ambition and evolution of local business and culture in Swansea. We shine a light on the people, places and ideas shaping the city’s future, from dynamic independent start-ups to established names reinventing themselves with purpose and creativity. Community impact, thoughtful design, innovation and authentic storytelling are at the heart of what we do, because we believe that local voices are the true drivers of meaningful change.”

- Natalie Wright Editor-in-Chief, The Swansea Edit



About

TSE

The Swansea Edit is an independent, family-run lifestyle magazine created with one clear goal - to celebrate Swansea's people, places and businesses through high-quality, community-driven storytelling.

With a print readership of **30,000**, over **12,000** followers across our social media, and a growing digital platform, we offer multi-channel access to a loyal, local audience who value thoughtful content and love to support independent brands.

Our contributors are all local; from our writers and designers, to the independent businesses we feature, ensuring every issue is rooted in real experiences and homegrown talent.

Proudly based in Swansea, we are completely self-funded and free from corporate ownership. This independence gives us the freedom to create authentic content that genuinely resonates with our readers and the flexibility to work closely with our advertising partners in a way that's personal, creative and effective.

We're also proud to be a Finalist in the **Media & Entertainment StartUp of the Year category at the StartUp Awards Wales**, a recognition of our growth, impact and commitment to championing local voices.

For businesses looking to connect with an engaged, values-led audience, The Swansea Edit offers more than just advertising, we offer a meaningful place in the heart of Swansea's thriving independent scene.

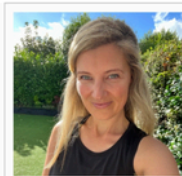
Our Team



NATALIE
Editor-in-Chief & Features Writer



MARK
Elite Golf Coach



GEMMA
Our Fitness Expert



MEG
Our Foodie



LEON
Our Resident Chef



VICTORIA
Storytime



HARRY
Our Dog Whisperer



REEM
Our Local Health Expert



CHAZZA QUEEN
The Queen of Local Thrifting

Audience

**TOTAL MONTHLY
FOOTPRINT
46K**

30,000

RATEBASE

396,000

2025/26 MAGAZINE
READERSHIP ESTIMATE

4,330

AVG. MONTHLY UNIQUE
VISITORS

13,000

AVG. MONTHLY PAGE VIEWS



42

MEDIAN AGE

62%

FEMALE

38%

MALE

Print rates

| Advert Size | 1 issue | 4 issues | 6 issues | 12 issues |
|--------------------|---------|----------|----------|-----------|
| Quarter Page | £82 | £311.60 | £442.80 | £836.40 |
| Half Page | £149 | £566.20 | £804.60 | £1519.80 |
| Full Page | £235 | £893 | £1269 | £2397 |
| Double Page | £395 | £1501 | £2133 | £4029 |
| Inside Cover Front | £295 | £1121 | £1593 | £3009 |
| Back Cover | £350 | £1330 | £1890 | £3570 |
| Inside Cover Back | £295 | £1121 | £1593 | £3009 |

Discounted rates apply to pre-paid bookings only.

Ad Sizes & Specifications

- Full Page: 132mm (w) x 187mm (h)
- Half Page (Portrait): 64mm (w) x 187mm (h)
- Half Page (Landscape): 132mm (w) x 91mm (h)
- Quarter Page: 64mm (w) x 91.5mm (h)

Artwork Requirements

Finished artwork must be supplied in one of the following formats: **JPEG, PNG, PDF**

Need help? Our in-house design team can create bespoke, professional ads (design fee applies).

Feature rates

Tell Your Story with The Swansea Edit

Our most impactful advertising option isn't an advert at all. It's a feature.

We offer businesses the opportunity to be part of a professionally written, editorial-style article that introduces readers to the real story behind the brand. These two or three-page features are crafted by our editor and designed to read like a magazine article, not a sales pitch.

It's the perfect way to show your personality, share your journey and connect with potential customers on a deeper level.

Each feature is published in print and online, with prices starting from **£475**. This includes a full editorial write-up, use of your photography, and ongoing digital exposure as part of our website's most-read content.

Why Businesses Love Our Features

Our features don't just promote your services. They build trust, spark interest and put a face to your business.

Take **Bowla**, for example. A local favourite based in Swansea Market. In our feature, we explored founder Hannah's inspiring journey from a bold idea to a bustling, award-nominated food brand. We showcased her creativity, her challenges, and her incredible bread bowls, giving readers a chance to get to know the story behind the business.

This in-depth storytelling gave Bowla more than exposure. It built credibility, engaged new customers and reflected the heart of the business. It's content that resonates, lasts and gets shared. After seeing her feature in print, Hannah shared:

"Thank you Natalie for recognising my talents and being such a positive energy in the world of running a small business. You really inspire me to keep soldiering on – thank you for all that you do."

These features are more than promotion. *They're personal.*

Feature rates

Your Business, Beautifully Told

- A 2 or 3-page editorial-style feature in both print and digital
- A professionally written piece by our editor, designed to reflect your unique voice
- A thoughtfully presented story that helps readers connect with the person behind the brand
- A long-lasting piece of content to share across your platforms, media pages and marketing materials

It's much more than just marketing

For many of our advertisers, a feature in The Swansea Edit is a milestone moment. A chance to pause, reflect and celebrate how far they have come. It's a tool for brand awareness, yes, but also for confidence, connection and community.

When your story is told well, people don't just see your business. They remember it.

Ready Be Part of Our Next Issue

If you'd like to see your story in the next edition of The Swansea Edit, get in touch. Let us help you tell it in a way that connects, resonates, and lasts.

To book your feature, contact us at advertising@theswanseaedit.com.

We look forward to hearing from you.

Why ~~choose us~~

Why Advertise With Us?

- Reach a loyal and growing Swansea audience
- High-quality print and digital presence
- Trusted platform for independent businesses
- Carefully curated content and limited advertising slots
- An editorial team that champions local

Let's Work Together

Spaces are limited to maintain quality and impact. We work with a select number of local businesses in each issue to ensure your advert stands out.

To book your space or request a bespoke package:

📞 Natalie Wright – 07711 213 362
✉ advertising@theswanseaedit.com
🌐 www.theswanseaedit.com

