

F R E Q U E N C Y

Frequency magazine introduction

Frequency is a cultural entertainment brand for Swindon and the local area. Covering all areas of creativity and entertainment, films, music, dance, theatre, comics and much more. Through its publication, website, radio show and events it delivers a mix of articles, what's on listings, showcases and information on how to get involved in the creative scenes locally and nationally.

The ethos behind Frequency is to support the local arts and cultural scenes. Over the past year we have made massive strides to provide opportunities for local artists, arts organisations and local musicians to promote themselves. We have been key in making many of the new developments in media, music and the arts happen and continue to provide support to all groups that we can. We have also helped to support local festivals, provide audience development for various scenes and push broker partnerships between many of the large organisations and venues in the town.

We are continuing to grow the magazine and will be actively looking to engage with the wider mix of nationalities living in Swindon this year to showcase the diverse cultural representation that Swindon has.

We are partnered and working with a whole host of organisations locally, and has it's finger on the pulse of Swindon's development, arts, music and entertainment scenes.

Organisations that we are involved with: The Swindon Cultural Partnership, inSwindon, Swindon Borough Council, Create Studios, Mobile Media, the Wyvern Theatre, Swindonmusic.co.uk, Empire Cinema, 12 Bar, the Vic, Riffs Bar, The new BBC Big Screen, The Old Town Bowl Festivals, the Swindon Summer Festival, Swindon Media Group, Artsminds, Swindon Music Forum, Artsite, Octobus, Swindon Rocks, Swindon Speedway, Swindon Town Football Club, Swindon Ice Hockey, Swindon Link, Swindon Web, Brunel FM, GWR, Media Plant, Western Computer, the Blunsdon House Hotel, the Swindon Shuffle, the New Swindon Company, Swindon College, Intel and many more.

Marketing Opportunities

There has never been a better time to take advantage of what Frequency can offer:

Magazine Advertising: Via our monthly magazine you can reach a wide audience. With the most comprehensive what's on in print and the widest local distribution coverage, our magazine goes to approx 250 places across Swindon and North Wiltshire (additional to the physical outlets, the magazine is distributed online, electronically and via other events)

Frequency Radio airs on Brunel FM every Sunday. A weekly does of arts and culture. With a what's on, gig guide and guests that include local artists, businesses and bands. It is the only weekly radio show to feature local music, from bands playing live in the studio to Djs and MCs.

Frequency Distribution gets your messages to a wider audience. Not only do we have our magazine distribution sites (which grow every month) we have additional distribution networks, can develop networks for you, do door to door, and can target any locations that you want to.

Frequently in Swindon is a unique music showcase event in Swindon's town centre every month. With poster boards, giveaway bags and more to use to get your message across.

Frequency Alive is a complement to all other tools used by Frequency. It brings you another way to get the magazine online, as well as a whole host of other news and information and is becoming a resource guide for the local arts and culture scenes.

Frequency Myspace is regularly updated with more information on local events and gigs. It is way to get in touch with Frequency and publicise your events or what you are up to.

Frequency Bowl is a large scale dance event this summer that will see the Town Gardens Bowl host a unique event. Opportunities include sponsoring, banners sites and programme advertising.

Frequency Live is a new night we are looking at various venues around the town, putting on great acts with local bands. Opportunities include sponsoring, banners sites and programme advertising.

Frequency Featured Band

Each and every week we play a track over the sound system at Swindon Speedway. This is accompanied with an advert in their programme and on their website to provide information on the band. We will also be having a stand at Speedway which can be used as a promotional opportunity and handing out the magazines.

Supporting New Music Column

In association with Swindon's Link Magazine, Frequency provides a monthly local music round up in the Link Magazine supported by online advertising on the Link website.

Frequency Support is all about those other things that Frequency can deliver. Frequency's parent company and partners deliver a whole host of services, from video and DVD production, project and event management, marketing and business consultancy, website development, design and print, animation and computer game development and so much more.

Frequency is always looking at how to explore relationships and partnerships and welcome any ideas or suggestions for future projects.

Unique Selling Points

Frequency is unique in the ways it has positioned itself and the vast coverage it has.

- 1) The ONLY true arts and cultural magazine for the Swindon area
- 2) More than just a medium to place an advert – we are a campaign platform
- 3) Comprehensive what's on provided by TIC (provided to other organisations as well)
- 4) Can include information up to publication date, at the moment.
- 5) Wide promotional coverage - town centre, radio, STFC, hotels, colleges and more
- 6) PDF version online and supplied to Swindon College and Intel
- 7) We market and promote ourselves via Brunel FM, magazines given out at events, local forums, ebulletins and promotional support to local events.
- 8) We have the widest coverage of the local demographic via the range of tools and mediums (radio, magazine, online, events)
- 9) Readership is on average 2/3 times more than the issues distributed. This has been taken from monitoring outlets, speaking to outlets and to readers.
- 10) Because Frequency covers arts and culture we have a broad appeal to the old and young and the content is mainly provided by the local community.