

In The Know magazine

ISSUE 1 - JULY - SEPTEMBER 2011

BRAND NEW!

intheknow

YOUR FREE LIFESTYLE MAGAZINE FOR SHREWSBURY

POP ME IN YOUR BAG - GO ON

- Stories and advice from people in the know
- Top Tips and How To columns
- From Fitness to Facebook to Great Nights Out
- Interview with jazz guitarist David Eyres
- Summer recipes from Shrewsbury's MasterChef, John Barton
- Competitions and Prizes
- Handy phone numbers



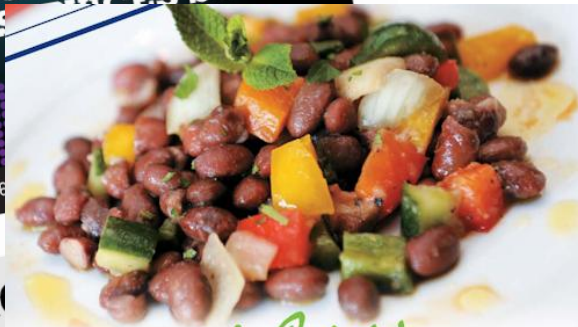
Welcome

- Unique local lifestyle magazine
- Published quarterly
 - Longer shelf life than most magazines
- Available free of charge
- Engaging content, written by people 'in the know'
 - Informal stories, advice and top tips
- Appealing mainly to the 18-44 demographic
 - Nights out
 - Health & Fitness
 - Home Interiors
 - Business & Technology
- Wide distribution
 - Strategic partners, incl. Theatre Severn, Old Market Hall cinema, Shrewsbury Town FC and Salop Leisure
 - Plus numerous bars, cafes and high footfall businesses

Eye-catching design

web build your site
 we design it | we develop it
 we host it | we optimise it
**WE GET YOUR SITE FOUND
 AND YOUR SERVICES SOLD**
 www.verveuk.eu t. 01743 46

We make websites that work
 Visible Rank higher in
 Credible Engage customers
 Profitable Convert them
FROST DIGITAL
 Call us on 01743 46
 www.frostdigital.co.uk



The Future's Bright...

Emma and Alfonso Yufera-Ruiz
 The family-run business focusing on the whole dining experience

Tucked down a little passage off Wyle Cop is a true taste of Spain courtesy of Shrewsbury's exciting new tapas bar, and *In The Know* was first in the queue to sample the menu...
 Serving authentic, mouth-watering delicacies, Casa Naranjo is the branch of Emma and Alfonso Yufera-Ruiz and follows on from the success of their first tapas restaurant in B-ldg North. The family-run business focuses on the whole dining experience and Emma and Fonzy are proud to serve only homemade Spanish tapas using carefully-sourced, quality ingredients.

We took a walk down Wyle Cop to Barrack's Passage one cool Friday evening, and were hit with the warm ambience and buzz of laughter and chatter as soon as we opened the door to Casa Naranjo. Front of House Manager Matt Turner was there to greet us and introduce us to some of the team's mainly Spanish staff who would be looking after us. A recent addition to the Casa Naranjo family, Matt is a natural and brilliant host, attentive and spunky, his 20+ year career in hospitality is evident as he makes every guest feel really special.



We're a tough team to please and yet this was a truly exceptional meal. The quality of food was second-to-none, the standard of cooking absolutely divine, all evidenced by the distinct lack of chatter while we dined in. After the means of great subsidised, we spent a relaxing hour trying various tapas dishes, before finally calling time and relaxing with a great coffee and gorgeous desert.

Casa Naranjo is an absolute gem and it's one which is already proving a firm favourite with those lucky enough to have discovered it. They have a great two for £5 offer on tapas on weekday lunches, and again on Monday



nights, and they also cater functions and special occasions in fact they're preparing for first wedding reception any now. The gastro future is bright for Emma, Fonzy and the team.

Contact details:
 Casa Naranjo Ltd
 Barrack's Passage
 Wyle Cop
 Shrewsbury
 SY1 1XA
 01743 568165
 hoi@casanaranjo.co.uk
 www.casanaranjo.co.uk



You're in the Know

Andy Rao EDITOR in The Know

WELCOME to the first edition of *In The Know*, the brand new lifestyle magazine just for Shrewsbury. There are four main sections for you to enjoy: Out & About, Health & Beauty, Home & People and Business & Technology. Each one contains informative yet informal stories from experts in their fields.

Give me some examples, you cry. OK, how about Shrewsbury Town's commercial manager giving an insight into what it's like being part of a professional football club? *Masterchef 2010* quarter finalist and Shrewsbury chef John Barton providing his favourite Summer recipes. Why everyone's buying iPads. Fitness tips. How to take great photos. Our agony column. Ask Winnie. And more (overleaf).

So why not sit back and have a read? Or if you're shooting off to work, *In The Know* will fit nicely

f www.facebook.com/intheknowmagazine

twitter @Rao_Andy @Rao_Emma



Andy Rao - Editor & Emma Rao - Director
 In The Know
 (Part of Key 3 Media Ltd)
 tel: 0845 199 0023
 email: feedback@intheknowmagazine.co.uk
 web: intheknowmagazine.co.uk

WIN A PAIR OF TICKETS
 MON 3 - SAT 8 OCTOBER
WILLY RUSSELL'S Blood Brothers
 CHAIRMAN OF THE FACTORY'S NIKI EVANS
 Blood Severn
 Monday 3 October
 Just answer this question...
 In which city is Blood Brothers set?
 a) London
 b) Manchester
 c) Liverpool
 EMAIL YOUR ANSWER TO: competitions@intheknowmagazine.co.uk with the subject title "Blood Brothers" by Friday 23rd September 2011.
theatre severn SHREWSBURY
 Box Office 01743 281 281
 Book Online www.theatresevern.co.uk
 Theatre Severn, Frankwell Quay, Shrewsbury SY3 8FT

Quality and care

- High quality 130gsm paper
 - No see-through
 - Many magazines run with 70gsm
- Sustainably sourced paper
 - FSC accredited
- Perfect bound, not saddle stitched
- 165mm wide x 240mm high
 - Ideal for taking home and carrying about
 - Further standout
- An experienced, local team behind publication
 - Over 30 years' experience in media and marketing
 - Worked in London for companies including Carlton TV, Pearl & Dean Cinemas and Primesight Outdoor
 - Directors of thebestof Shrewsbury
 - www.thebestofshrewsbury.co.uk
 - Directors of Key 3 Media Limited
 - of which In The Know is a part



Promotional choices

Feature	Design Size
Full page advertisement Inside Front Cover Inside Back Cover Outside Back Cover	171mm(w) x 246mm(h) with bleed 165mm(w) x 240mm(h) without bleed
Half page landscape	145mm(w) x 105mm(h)
Half page portrait	67.5mm(w) x 220mm(h)
Quarter page	67.5mm(w) x 105mm(h)

Professional design service included in the price

Editorial opportunities available

600-word or 400-word features

Author headshot

Copywriting service if required

Ratecard

Feature	Rate*
Quarter page	£185
Half page	£330
Full page	£590
Inside Front / Back Cover	£675
Outside Back Cover	£750

*Subject to VAT at current rate

DISCOUNTS APPLY FOR BUSINESSES BOOKING MORE THAN ONE ISSUE

Issue 3: January – March 2012

Issue 4: April – June 2012

Issue 5: July – September 2012

Issue 6: October – December 2012

Copy deadline Friday 2nd December 2011

Friday 9th March 2012

Friday 8th June 2012

Friday 7th September 2012



Summary

- A unique, independent lifestyle magazine
- Over-sized A5 for home and away
- Free to pick up
- Long shelf life
- Quality style and design
- Content that is:
 - Relevant
 - Refreshing
 - Real
- A family-owned marketing business behind publication
- Competitively priced ratecard
- Wide distribution

Contact: Andrew A Rao | 0845 199 0023 | andy@key3media.co.uk

www.intheknowmagazine.co.uk