

Best Emerging Ethnic News  
Media Publication 2021  
**AWARD WINNER**

**বাংলা সংলাপ**

◆ প্রবাসে আপনার কথা ◆

The Uk's leading most popular  
mainstream bilingual newspaper  
**BANGLA SANGLAP**



**MEDIA PACK 2022**

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## WHO ARE WE?

Bangla Sanglap is an emerging Bangla free newspaper that is developing the first truly comprehensive free newspapers focused on Bangladeshi migrants in the UK targeting about half a million Bangladeshi migrant working and living in the UK. The newspaper has 28 pages comprised of national and international news, entertainment, sport, and travel and education information. Bangla Sanglap is dedicated to the community newspaper concept. Each publication is locally managed to best serve the community or region in which it is located. Plans based on the Sanglap mission and objectives are made at each location and in each department. The result is a "sense of ownership" in the plan for each of its employees company-wide.

## Vision

At its best, the Bangla Sanglap Newspaper is comprised of dedicated professionals who care. We, as members, are passionate about quality, success and preserving a free press. We take pride in each newspaper making a positive difference and improving the quality of life in the Bangladeshi community in the UK.

## Mission

The UK's leading most popular mainstream Bangla newspaper Launched on 10 November 2010, Bangla sanglap's core product was designed for British Bangladeshi readers and it does that today as well as ever before. Bangla sanglap's content is concise, relevant and engaging, presented in a visually appealing, well-designed fashion. It remains a sought-out product for all the latest news, sport, entertainment and daily features which focus on food, travel, fashion, technology, Im, music and so much more. Readers get fully up to date with all they need to know for the day ahead and armed with plenty of conversation starters – Bangla sanglap makes mornings worth talking about. And its carefully targeted distribution network guarantees that sanglap gets into the hands of a targeted and specific, aspirational audience that is incredibly valuable to advertisers.

## Why Bangla Sanglap Advertising?

The progressive values we've held since our founding are just as relevant today - they're modern values. we now reach more people around the world than at any time in our history. We offer something much harder to capture: our reach comes with attention, unity and trust. We are consistently the UK's most trusted Bengali newspaper. We are also modern in our approach to telling stories. We champion data innovation in an open and transparent manner.

## The best in Popularity

Dedicated Sections for Youth people, Women, Sports, Technology and community. Its content made it the number one choice of the British Bangladeshi community.

## Massive Coverage

The newspaper is available in all the major cities in the U.K, making it the most read newspaper for Bengali migrants.

## Bilingual Production

Bilingual Production maximises audiences of different groups and generations. it ensures your product's unique market penetration.

## Print and Online Presence

All Advertisements will be privileged to reach our 1.2 million readers through print and website.

## Printing and Distribution

Currently, 15,000 copies are printed and distributed every week across all the major cities in the UK including England, Scotland, Walles and Northern Ireland. the newspaper is distributed on Friday and reaches its readers before 12:30 PM.

Copy Deadlines : Thursday

Issue Dates : Friday

## Website

The BANGLA SANGLAP is the only newspaper of its kind that has a dynamic website. this is a favourite site of the local Bangladeshi community in the UK for the latest UK mainstream news and community news.

Weekly Visitors = 7,00093.00

Monthly Visitors = 3666000

Our top Browsing area United Kingdom.

Facebook Like 1,33,000+

Facebook Follower 1,34,000+

Also More activities :

Twitter

Youtube

Pintarest

linkedin

Instagram

# RATE CARD:

## HOW TO BOOK

To book a advert or for more details contact the sales team on 02072472090 or email [advertising@banglasanglap.co.uk](mailto:advertising@banglasanglap.co.uk)

If you would like Classified rates for property, job, courses, travel etc.  
Please call 02072472090

## RATES

### COVER WRAPS



£12,500

### FULL FRONT PAGE



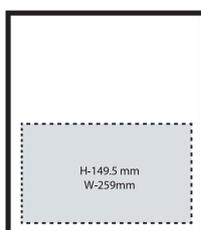
£5,200

### FULL BACK PAGE



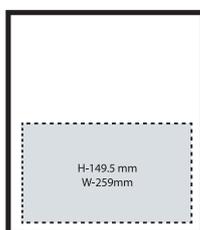
£3,500

### FRONT HALF PAGE



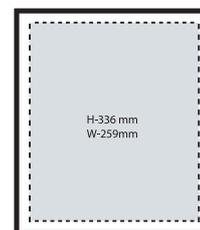
£2,600

### BACK HALF PAGE



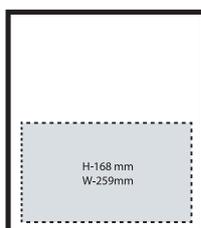
£1,750

### INSIDE FULL PAGE



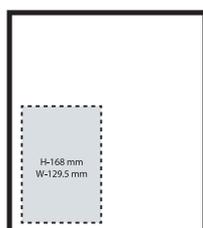
£2,200

### INSIDE HALF PAGE



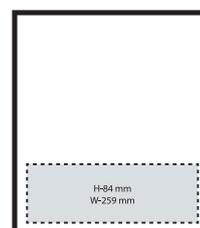
£1,200

### QUARTER PAGE



£700

### (INSIDE)



£850

## FILE SPECIFICATION

- File should be sent to the size of the media box
- File should be sent in with a transparent background
- File should be sent in the form of PDF 1.3 via one of the options below, and must be PDF/x-1a compliant
- Colour CMYK. Paantone with appropriate CMYK Mapping is accepted but not recommended
- Font - All fonts MUST be embedded, Type I or Type only
- Neither custom transfer functions nor custom halftones are accepted
- Image Resolution
- Newsprint 200dpi

## FILE PREPARATION

- PDF Files should have no border
- Ink weight should not exceed 240%
- Reverse out white or coloured text should be no smaller 10pt bold and should not be compressed.
- Reverse out text should not be more than two colours
- Recommended that a 2% cyan, magenta and yellow tint is added to the black component to eliminate any colour bias,
- Fine Serif Type faces should not be used
- Body text must be single colour or two colour at most, and no less than 8pt in size and also not compressed
- Line weight must not be less than 1pt

## COLOUR IMAGE PARMERERS

- Total Ink weight = 240%
- NewspaperAds\_1v4 (by GWG)
- PDF/X-1a:2001
- Colour Profile ISOnewspaper26v4.icc (IFRA26 Max TAC 240)

## What?

### Circulation



15k

### Weekly Readership



1.2 Million

## Where?



England



Scotland



Wales



Northern Ireland

## Who?

### Men



70%

### Women



30%

### Age Group



31-50= 70%  
51 & Over= 20%  
20-30= 10%

### Avg. Age



45 Years

## Background Takeover 1600x1000 Pixel

£1,000 per week | £3,500 per month  
Vertical banner adverts on the left- and right-hand side of the Bangla Sanglap website (desktop). On mobile devices, this changes to a fixed banner advert at the bottom of the screen.



## Side bar Banner 460x 600 Pixel

£500 per week | £2,000 per month

