

The New Forest NPA Green Leaf Sustainable Business Award

Herald Publishing

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The Herald is a locally published community magazine produced every three weeks from their office in the centre of Hythe.

HERALD *Publishing*

The local community is very much at the heart of The Herald.

Throughout the publication are advertisements for local, independent businesses as well as the promotion of events, often for the benefit of local charities. Advertising rates are very competitive and allow the local businesses to promote their service to the immediate area.

From their High Street premises and in connection with their New Forest Marque Associate Membership, they sell local products such as jam, honey, chutney, flour, biscuits, fudge, woodcrafts and photography. They have also been successful in promoting and selling the Brand New Forest card.



The office also acts as a local information point to residents and visitors alike, selling a range of books and maps encouraging people to enjoy the New Forest by walking or cycling.

Two of the Directors work mainly from home via the computer network, and virtually all the work carried out by The Herald advertising and editorial team is via computer and phone, rather than travelling to see clients in person.

The premises act as a collection point for the public to deposit used printer cartridges, mobile phones, (in aid of RNIB) used postage stamps (for Guide Dogs for the Blind) and plastic milk bottle tops for recycling (for Gift of Sight).



