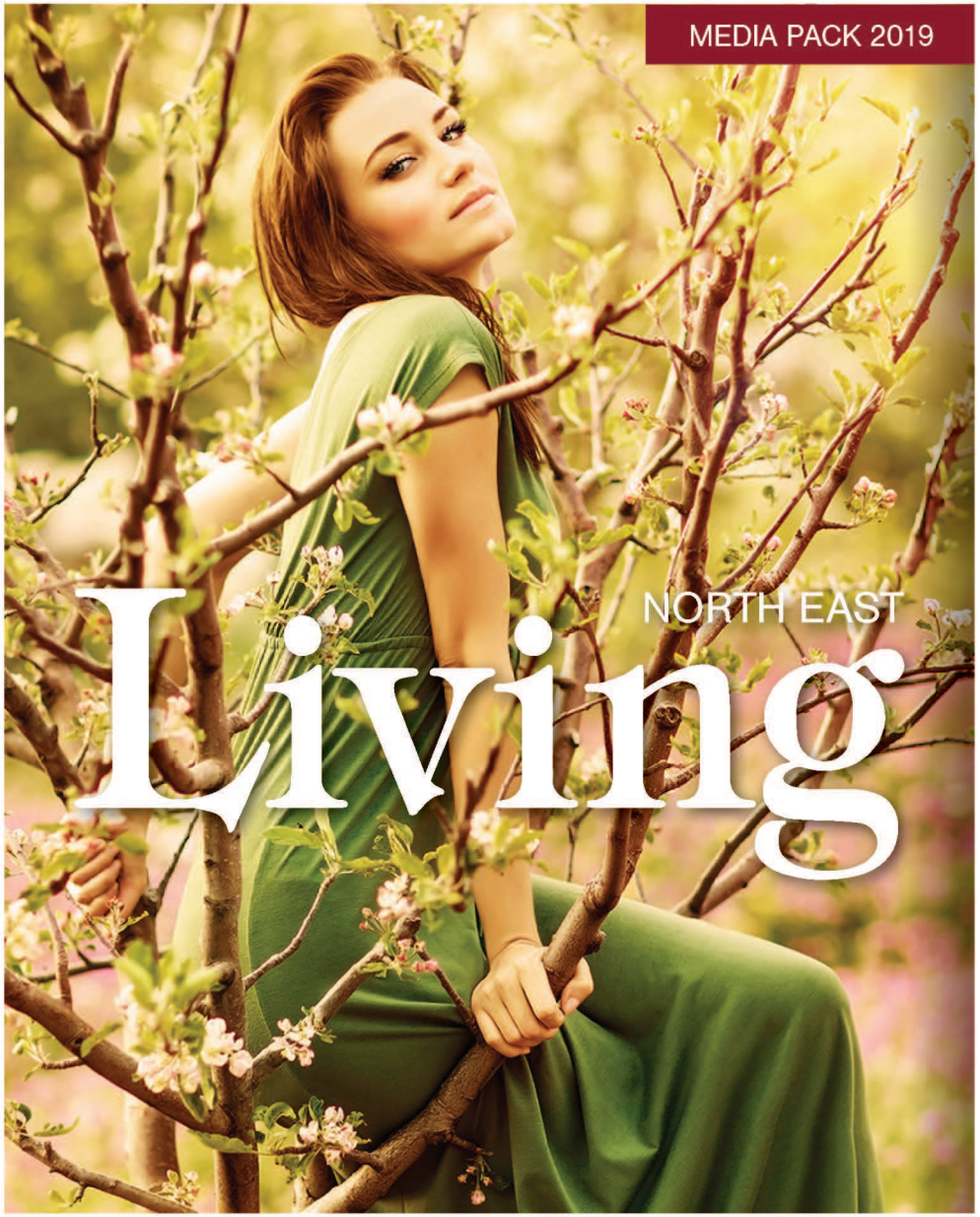

Chic, upmarket and beautifully designed with strong editorial content

Welcome to the Living media pack, where you will discover how to make your advertising work as hard as possible for you. For more than ten years Living has delighted North-East readers through first-class features about local people and their lives, accompanied by exquisite photography. Our readers are loyal, discerning people who enjoy the finer things in life and who have a large disposable income to afford their luxurious lifestyle. We celebrate the most interesting homes to covet and the finest properties and estates to buy, review the best places to eat, sleep and play, and focus on luxurious goods from local retailers. We ensure our editorial matches the pursuits of our readers and that advertisers always benefit from being positioned with relevant editorial.

PREMIUM PROPERTY

Living carries premium property. The property section appears at the front of the book, setting the tone for our readers. Premium estate agents can benefit from close working relationships with our Living editorial team and provide leads through-the-keyhole section. This section drives readership and ensures that our complimentary magazine is consumed quickly in the marketplace.

Living

HOMES, GARDENS & INTERIORS

Living is the definitive word on sumptuous homes and interiors. For our through-the-keyhole features we choose the most palatial homes from across the region for our readers to take a look inside, guaranteeing that interiors advertisers' adverts and sales messages will appear in great company.

Living

FASHION

Living is the place to discover new fashion trends to purchase locally. In Spring and Autumn we feature our BIG fashion issues. This is the place to feature top fashion advertisers as our readers buy luxury fashion brands.

Seriously **stylish** *in the saddle*

COMBINING AN EYE FOR DESIGN AND HER PASSION FOR SHOWJUMPING, JORDAN MCCABE IS TAKING THE EQUINE SPORTSGEAR MARKET BY STORM

Jordan McCabe has two passions in life: horses and fashion. A couple of years ago, the keen County Durham showjumper successfully combined the two to launch her own label – Aztec Diamond – named after her much-loved steed.

Sensing a gap in the market, she designed a range of riding gear that is seriously stylish, but still totally functional. And even in the competitive world of sports gear, it's proving a real winner. Jordan is on course to earn her first million this year and a 50 per cent increase in sales is forecast for the first half of 2017.

"I always wanted to wear the top brands that all the leading show jumpers wore, but everything was so expensive," said Jordan, whose business base is at the family farm in North Hitchburn, near Crook. "It got me thinking how I could create a range of clothing for women like me who wanted stylish well-made clothing without the hefty price tag?"

It was a steep learning curve, but the label was launched in 2014 and has gone from strength to strength. Jordan believes the key to her success is using social media as her shop window, creating huge worldwide demand for her products by sharing stylised photographs and engaging with her 100,000 Instagram followers.

She manages all aspects of the company, from marketing to design and product development. Her manufacturing is done throughout Europe and she regularly travels to the factories.

Since introducing fitness leggings and leisurewear, Jordan has opened up her audience to include the wider athletics market. Aztec Diamond Equestrian was also one of the first brands to introduce riding leggings and now she's working on pre-teen and mirrowear ranges. "It's important to stay ahead of the game in this industry," she says. "Fashion never sleeps and neither do I!

"I am my own customer and I am designing products that I would want to wear. I would never want to sell a product that I wouldn't invest in. I've always believed in my designs and hoped to do well, but I never expected it to get this big so quickly."

W: aztecdiamondequestrian.com

"I am my own customer and I am designing products that I would want to wear."

This page, clockwise from left: sports bra £25, leggings £30, full zip hoodie £45, from the Leisure and Training Collection; contrast competition shirt £40, Aztec Diamond Belt for life £55; white technical breeches £80

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Living

media pack 2019

HEALTH & BEAUTY

Featured in every issue, Testing Times reviews new products to market. Living is the place to discover new beauty trends to purchase locally and top places to indulge in a beauty treatment or two.

TESTING TIME

Prep your skin for summer

ORIGINS RITUAL TEA MATCHA MADNESS REVITALIZING CLEANSING BODY MASK 150ml/£25

Available from Origins

They say: This body mask also acts as a creamy exfoliating scrub with a cleansing lather. With antioxidant-rich matcha and green tea, it helps to purify and revitalise, leaving your skin feeling softer, smoother and polished.

We say: I would have needed the strength of Samson to squeeze the mask out of the tube. Even then, it was very hard and took a while to rub into a lather. Nice when it got going, but almost unusable.

NEOM ORGANICS GREAT DAY BODY SCRUB £34/332g

Available from Neom, Lookfantastic and neomorganics.com

They say: All our skin products have three benefits: two for your skin and one for your mind. Our Make You Happy Range has an uplifting effect on the mind and body.

We say: The scrub leaves skin feeling fresh and revived while the mix of mint and citrusy mandarin seems to sing straight to your soul.

ELEMENTAL HERBOLOGY MACADAMIA & PAPAYA RADIANCE BODY SCRUB £30/200ML

Available from Space NK and elementalherbology.com

They say: Shed dry and flaky skin with our tropical cocktail of botanicals and skin-softening essential fatty acid-rich biocils. Leaves skin silky-smooth, fresh and renewed.

We say: Agreed easy to prepare your skin before tanning (real or fake). Fruit smells are amazing and it's gentle and smoothing on the skin.

CLARINS RELAX BATH & SHOWER CONCENTRATE £20/200MLS

Available from Clarins

They say: Gently removes impurities, softens and leaves skin satin soft.

We say: Packed full of Clarins' trademark aromatic essential oils, this gel makes you smell and feel great. A pick-me-up in a bottle.

TRUE NORTH DE-STRESSED MASK £1.£59/50ML

Available from Harvey Nichols and truenorthcosmetics.com

They say: A velvety, rich gel mask designed to give instant relief for stressed skin. It instantly soothes and hydrates skin with its noticeable cooling and calming properties.

We say: A great SOS for the face. Use it once or twice a week on face and neck and leave for ten minutes. Skin feels immediately hydrated and smooth. Pricey, but worth it.

CALIPER BODY OIL £29/100ML

Available from & Other Stories (stories.com)

They say: A body and hair oil with a bespoke blend of three cold-pressed oils – walnut, hazelnut and virgin plum – to exhilarate the senses.

We say: This is light oil which absorbs well into the skin but has an unusual nutty and fruity fragrance – which might be nicer in a salad than on the skin! Certainly different.

OMOROVICZA MOOR CREAM CLEANSER £49/150ML

Available from Space NK

They say: Calcium and magnesium-rich Moor mud has detoxifying, purifying and anti-microbial properties, and removes make-up and impurities without stripping the skin.

We say: This is billed as a "perfect detox solution". I expected the mud to be drying, but the creamy wash left my skin anything but. Very expensive for a cleanser, so a real treat.

BJORK & BERRIES DARK RAIN BODY OIL £12/100ML

Available from Space NK

They say: A fast-absorbing Body Oil with nourishing witch hazel that deeply moisturises and strengthens the skin.

We say: A lovely light oil that soaks into the skin and just leaves the slightest healthy glow. There is an earthy smell from wood and amber that lands it a sophisticated note.

72 | Living: HEALTH & BEAUTY

ILLUMINATE YOUR SKIN

by Rebecca Elcock

With the change in seasons it's time to start thinking about adding a little radiance to your complexion. Whether you want to enhance a natural tan, add definition or simply create a glowing, luminous look, it has never been easier to achieve this with products such as highlighting serums, bronzing powders and cream sticks. I've chosen a few of my favourite products to help you create a flawless summer look.

Dior has released a gorgeous summer collection and as ever it is one to get your hands on. The 'Cree ated Desi' is a combination of both skin care and make-up, they promise to highlight the best features of your summer tan while also keeping your skin healthy. One of the key products in the collection is Dior&kin Nacle Air Luminizer (£35). This highlighting serum provides an instantly healthy glow as well as bringing out the natural radiance of an exciting sun-kissed tan. What's great about this product is that you can either apply it over your foundation to your facial contours or if can be applied alone for a more subtle look.

For a luminous, velvet finish you could try a cream stick such as Chanel's Les Beiges Healthy Glow Sheer Colour Stick (£34). This highlighter sculpts and enhances your face while adding a silky second skin texture with a natural healthy glow.

One of my all-time favourite products is the Laura Mercier Face Illuminator (£32). this highlighting powder brings customisable light to the face, eyes and décolletage. The long-wearing illuminator is perfect as it doesn't fade or move and you can build the high-pearl powder level of coverage that you want. This product comes in four different shades which means there is a Face Illuminator right for every skin tone.

A new product I absolutely love is the new YSL Glow Shot Highlighter (£22.50), this workable and buildable formula brings a wonderful dewy radiance to the face. It's YSL's first liquid light concentrate and is the ultimate in expert highlighting.

For a more bronzed look I would recommend the timeless Guerlain Terracotta Bronzing Powder (£55.50). This is the ultimate bronzer for me as it gives an instant natural glow and as an added bonus it can also be used to contour and sculpt the face. Tip: for a natural sun-kissed look, apply the powder with a big fluffy brush to the raised areas of the face by drawing a figure '3' on each side – from the forehead to the cheekbone, then from the cheekbone to the chin.

Fenwick
Coppergate, York
Tel: 01904 643222

Living: HEALTH & BEAUTY | 73

Living

FOOD & DRINK

We carry in-depth reviews of local eateries, so all passionate foodies know to turn to us first. Advertisers have the opportunity to promote themselves within our exciting editorial content.

Living

LEISURE, ARTS & CULTURE

For Living readers, entertaining and being entertained is a must.
We showcase what to see, where to visit and the best hotels to stay.

Jenna Coleman as Victoria in the ITV drama. Photo: ITV

The majesty of Harewood

Filming on a second series of TV drama Victoria is under way at Harewood House. Emma Clayton looks at a major exhibition exploring Queen Victoria's links to the Yorkshire property

In September, 1835 the young princess who would become Queen Victoria stayed at Harewood House.

She noted in her diary: "Harewood is in Yorkshire. The park seems very fine; the view from the window is very pretty. We dined in the beautiful gallery with a party of nearly 300 in number."

The country house, one of the Treasure House of England, has strong links with Queen Victoria – the great-great-great-grandmother of the 8th and current Earl of Harewood. Harewood's collection includes several items owned by Queen Victoria, including her writing set, etching of her children, and a watch she received from her mother on her 11th birthday.

Harewood House was the main set for last year's hit ITV series Victoria, starring Jenna Coleman as the young queen, and filming for the second series continues until September at the historic property.

A new exhibition, Victorian Harewood, celebrates the house's links with Victoria and features costumes worn in Series One, including the Coronation dress worn by actress Jenna Coleman as Victoria, and personal objects from Harewood's family collection given by Queen Victoria. The dress are open to magnificent rooms used as sets in the lavish period drama.

Filming for Victoria transforms Harewood House into Buckingham Palace and Kensington Palace. Harewood's rooms feature prominently, and filming takes place in the grounds too.

"There are always new stories to tell about Harewood and the success of the TV series Victoria gives us the chance to bring the Victorian era at Harewood to life – something we've never really done before," said David Lascelles, Earl of Harewood. "What is interesting is that the most influential and creative personalities of that time here were all women, including Victoria herself, who visited as a teenagerbefore she became queen.

"We're showing costumes from the show, watercolours, photographs, jewellery and other personal objects to shed new light on a fascinating era."

In Harewood's library lies a leatherbound album, filled with charming sketches by Victoria and her husband, Prince Albert, of their children and pets. The album – one of only two in existence, the other is in the Royal Collection – offers a personal glimpse of the couple's domestic life.

Another album, "Souvenir du Bal Costume", contains colourful paintings of guests in fancy dress at a Medieval ball held at Buckingham Palace. "The ball is in Series Two of Victoria," said Harewood's marketing manager, Alexis Gentry. "Victoria herself is in them, and so is Lady Emma Portman, her lady-in-waiting and the 2nd Earl of Harewood's daughter. She too is portrayed in the series."

Princess Mary, great-granddaughter of Queen Victoria, brought Harewood into the Royal family when she married Viscount Lascelles in 1922. An assortment of family photographs, including one of Victoria with her great-grandchildren, is arranged in Princess Mary's dressing room, and other items include a Christening cup given to her by Victoria.

In the State Bedroom stands the ornate bed, made of silk and gilt, that Victoria slept in when she stayed at Harewood, aged 16. "Only two people have ever slept in it, the other being the Tsar of Russia," revealed Alexis. "It's the most expensive piece of Chippendale furniture ever made, costing £250 in the 1780s."

The Spanish Library reflects styles of the Victorian age, not least secret servants' doors in bookcases, leading to hidden corridors, and a rocking chair from the 1851 Great Exhibition. Glass doors lead out to the terrace, a regular location in Victoria. "It has been the back of Buckingham Palace, the Opera House and the Reform Club," said Alexis. The Italianate terrace was added to the house in the Victorian era.

Taking pride of place in the Gallery are costumes worn by Jenna Coleman as the young queen. Designed from portraits, they include the dress she wears in the title sequence, a white dress worn by the teenage Victoria on discovering she was to be queen, and the magnificent Coronation gown. The Gallery was used for an elaborate Buckingham Palace

Photo: John Steel

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Living

media pack 2019

MOTORS

From in-depth car reviews to the best places for vehicle repairs, we've got it covered. Whether you're looking for a sports car to cruise around the country in, or a luxury family car, you'll want to get into the driving seat after reading our features.

F5 BSB

FEEL THE NOISE

A sting in the tail proves to be a good thing for Ian Lamming

It is possible to read the print off a brochure, scour the internet for pictures and travel YouTube for video, but there is no substitute for getting behind the wheel.

If you are not convinced, and why should you believe a word I say, then jump into an Abarth Spider – is what?

Fifty years ago Fiat launched the first Spider 124, a classic. Remembering that passion for open top motoring, there's another in the showroom and it is more than enough to get the saliva glands flowing.

Better still, Fiat has handed it to their tuning gurus Abarth, masters in performance since 1949, and given them licence to thrill.

It's cold but it's clear so the roof has to be removed for the biggest rush imaginable. Start the 170HP motor and Abarth roars into life like a lion thanks to the standard Record Monza exhaust.

This dual-mode, four-pipe versus exhaust flow depending on the engine speed. Try driving this Spider without blipping the throttle at traffic lights, heading for underpasses or bouncing the sound off as many walls as possible, it's an impossibility.

Remember heel-toe? That's when you blip the throttle between down gearshifts. If you've never tried it, you will in an Abarth, it's fantastic.

Under power it sings like a soprano. The engine note between 2,000 and 4,000rpm is addictive, you simply can't help flooring the throttle, not to go fast but to hear it bellow. Is second gear its schoolmarm is such that it actually backfires, pops and snarls its approval, much to the amusement of the Ford ST driver behind me.

Abarth Spider is another reminder of why we actually used to enjoy driving.

With this much power on tap and so little weight, Abarth offers genuine performance and would be a fabulous track car. The benchmark 62mph comes up in just 6.8 seconds and the turbo makes sure there is swathes of oomph right across the rev range.

Strangely, Spider is not about top speed because as soon as you go beyond 62mph you lose the magnificent exhaust note and it all becomes about the wind. Stay below, play with the short throw gearbox and enjoy the delightful cacophony.

Handling is neat of the pants and is all the better for it. Sport setting sharpens engine response and steering, the shockers are top notch and you can feel exactly what is happening at the breakdown, that important boundary between road and tyre contact patches.

This car loves curves like no other and for those who dare – and again only on the track – there's ample opportunity to step the rear out and drift. For those less spirited grip is reassuring, handling fun but predictable. Given there is a scorpion on the badge, there is no nasty sting in the tail.

I own and love an Abarth and its my third. The 595 Turismo is the best car there is for the price. If I won the Euro lottery I would keep it and yet I want a Spider so badly it hurts. Perhaps the 595 can be my weekday car and the Spider will do for the weekend.

Until then I will read the print off the brochure, scour the internet for pictures and travel YouTube for video, despite knowing there is no substitute for getting behind the wheel.

Fact File
Abarth Spider 124
Engine: 1.4 petrol turbo
Power: 170PS
0-62mph: 6.8 secs
Top speed: 144mph
Combined MPG: 44.1
Transmission: Six speed manual
CO2 g/km: 148

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Living

Readership 45,000

DISTRIBUTION AREA

We have a unique, unrivalled, highly selective distribution network, delivering 15,000 monthly copies into a clearly defined marketplace through hand-picked outlets. There is no other magazine guaranteed to reach your niche market, without wastage. Our distribution strategy is uncomplicated and highly effective as all magazines are complimentary. We merchandise in high-footfall outlets to the right marketplace.

Distribution

SOURCE: Mosaic Profiling

+300 hand-picked distribution outlets:

Barkers Northallerton
Barnard Castle
Bedale
Darlington
Durham City
Grange Road
Hurworth
Leyburn
North Yorkshire
Northallerton
Norton
Richmond
Rockliffe Hall
Sam Turners
Stokesley
Teesdale
Teesside
Tennants Auctioneers
The Station
Thirsk
Weardale
West and North Ripon
Yarm

Circulation
15,000

Readership
45,000

Living

PROMOTIONS & SPONSORSHIP

Living - an overview of opportunities

- Opportunities for us to create bespoke campaigns which sit seamlessly within the Living editorial environment
- Our team can propose creative concepts involving product placement

THEMES & SPECIALS

January: New Year

February: Travel, Health & Fitness

March: World of Interiors & Spring Brides

April: S/S BIG Fashion Issue

May: Food & Drink

June: Summer holidays

July: Gardening

August: Outdoor Living

September: World of Interiors

October: A/W BIG Fashion Issue, Education Special

November: Christmas & A/W Brides

December: Festive Guide

Living

DEADLINES

Below are the Living deadlines.
Any flexibility requests must be submitted to the publisher.

Cover Date	Sales Booking Deadline & Payment	Last 'Copy in'	Complete Copy	Print	Publication Deadline
Feb-19	21-Dec	21-Dec	04-Jan	09-Jan	18-Jan
Mar-19	25-Jan	25-Jan	01-Feb	06-Feb	15-Feb
Apr-19	22-Feb	22-Feb	01-Mar	06-Mar	15-Mar
May-19	22-Mar	22-Mar	27-May	03-Apr	12-Apr
Jun-19	19-Apr	19-Apr	26-Apr	01-May	10-May
Jul-19	24-May	24-May	31-May	05-Jun	14-Jun
Aug-19	21-Jun	21-Jun	28-Jun	03-Jul	12-Jul
Sep-19	19-Jul	19-Jul	26-Jul	31-Jul	09-Aug
Oct-19	23-Aug	23-Aug	30-Aug	04-Sep	13-Sep
Nov-19	20-Sep	20-Sep	27-Sep	02-Oct	11-Oct
Dec-19	18-Oct	18-Oct	25-Oct	30-Oct	08-Nov
Jan-20	15-Nov	15-Nov	22-Nov	27-Nov	06-Dec

ADVERTISING RATES

Advertising Sizes	1 insert	2-3 inserts	4-6 inserts	7+inserts
DPS	£840	£840	£800	£682
Back Page	£750	n/a	n/a	n/a
Full Page	£630	£525	£455	£420
Half Page	£375	£270	£250	£230
Quarter Page	£200	£187	£162	£147
Town Feature 1/8 Page	£85	£85	£75	£70
Restaurant Feature 1/8 Page	£100	£90	£80	£80

ADVERTISEMENT SIZE

Advertisers wishing to provide their own material should supply it on email to your representative. Files should be supplied as either EPS or Hi-Res CMYK PDF.

Bleed advertisements must be designed inclusive of 3mm bleed, fonts must be embedded or converted to outlines. All images incorporated within the advert should be high resolution: 300 dpi.

The publisher reserves the right to reject materials supplied for advertising if the quality or content is not satisfactory.

Advert size	Width	Height
Full Page (with bleed)	216mm	303mm
Full Page (no bleed)	192mm	280mm
Half Page Portrait	94mm	280mm
Half Page Landscape	192mm	135mm
Quarter Page	94mm	135mm
Eighth Page	94mm	65mm
DPS with bleed	426mm	303mm

Artwork Specification & Production Schedule

LIVING PORTFOLIO 24+ MAGAZINES ACROSS THE UK

24+ editions with 240,000 copies reaching 720,000 people*

*Publisher's statement

Living

Publisher
Fiona Taylor
E: fiona.taylor@newsquest.co.uk
T: 07968 911770

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Portfolio - The power of Living

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