



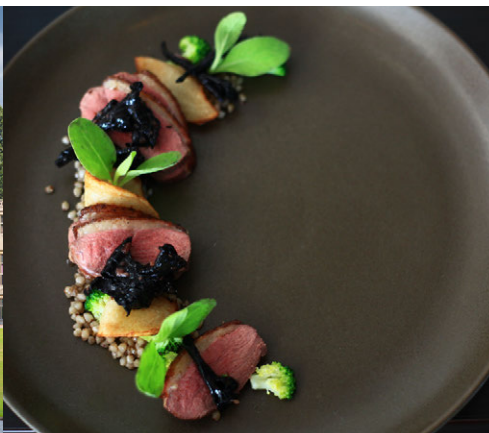
HEREFORDSHIRE

# Living

MEDIA PACK 2019

Life · Style · Living

[www.living-magazines.co.uk](http://www.living-magazines.co.uk)



# OUR VISION

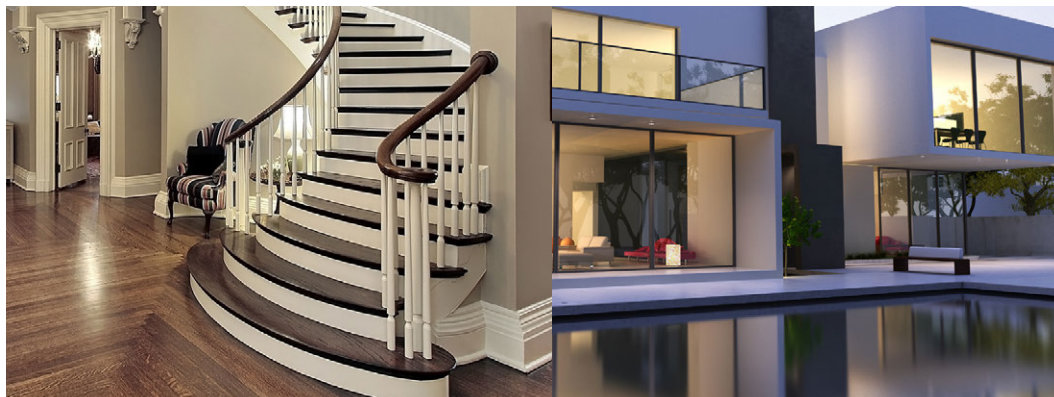
AN INSPIRATIONAL AND STYLISH  
CELEBRATION OF HEREFORDSHIRE  
LIVING - EVERY MONTH

Our Living portfolio of luxury lifestyle magazines is carefully designed to target discerning, affluent audiences and consumers.

Professional, stylish and culturally engaged, Living readers are loyal, astute people who enjoy the finer things in life and have a large disposable income to afford their luxurious lifestyle. We know they spend time and money seeking out new shopping and leisure experiences and Living is a magazine that drives their destinations.

Every month we focus on the most exclusive homes and the finest properties and estates to buy, we review the best places to eat, sleep and play and showcase local, luxury retailers. We ensure our editorial matches the pursuits of our readers and that advertisers always benefit from being positioned with relevant editorial.





# LUXURY PROPERTY

SHOWCASING THE FINEST HOMES  
ON THE MARKET FROM AROUND  
THE REGION

Herefordshire Living shines a spotlight on the most exclusive properties in the county. Our premium property section, at the front is templated in design and sets the tone of the magazine. Luxury Estate Agents benefit from a close working relationship with our editorial team, providing content for our through-the-keyhole section.



# HOMES & INTERIORS

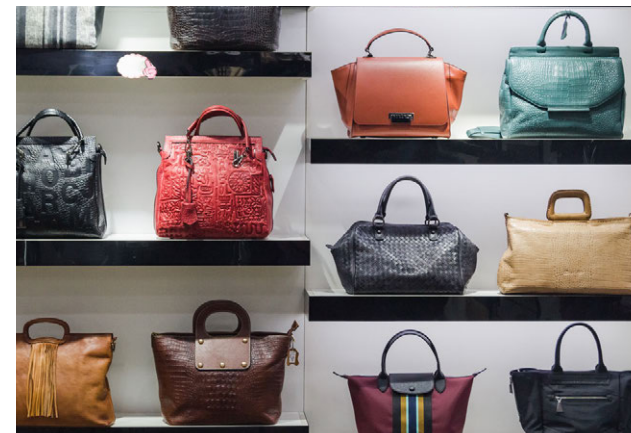
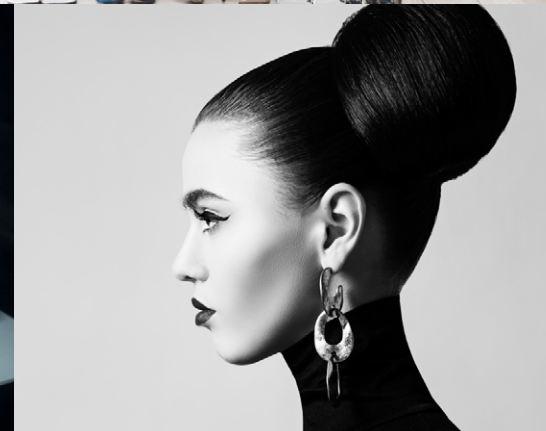
STEP INSIDE OUR STUNNING HOMES AND INTERIORS AND DISCOVER THE ULTIMATE IN INTERIOR DESIGN

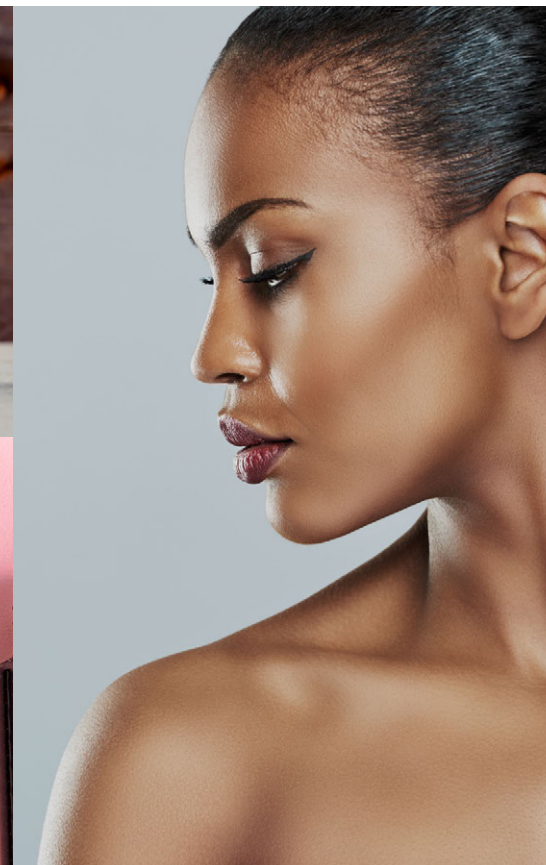
Herefordshire Living is the definitive word on sumptuous homes and interiors. In our through-the-keyhole features we take a look inside the most magnificent homes from our region, guaranteeing advertisers that your sales message reaches your desired audience in a stylish and engaging way.

# STYLE & FASHION

ALWAYS TAILORED TO THE  
LATEST PRODUCTS, TRENDS  
AND LUXURY DESIGNERS

Our carefully curated style edit brings together the most current trends and profiles where to shop around the region. Our style and fashion section supports its advertisers editorially and offers both marketing and retail opportunities.



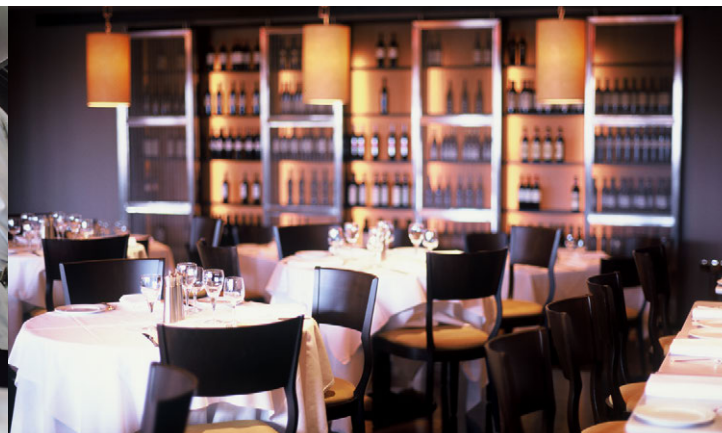


# BEAUTY & WELLNESS

FABULOUS SALONS, DESTINATION SPAS  
BEST BEAUTY BUYS AND REVIEWS

Our beauty-obsessed audience can discover everything from the latest products and treatments, skincare, luxurious salons and spas to premium haircare and fragrance in our regular beauty and wellness section.





# FOOD & DRINK

PRESTIGIOUS RESTAURANTS,  
INDEPENDENT DELIS, FARM SHOPS  
AND FOOD HALLS SECTION

Our authoritative food and drink section is essential reading for all who appreciate the world of fine food and drink. For those who need to know where to eat and what to eat, we showcase specialty food producers, interview the leading chefs and review the finest restaurants.





# ARTS & CULTURE

EXHIBITIONS, EVENTS, ARTISTS  
AND GALLERIES  
WE ARE PASSIONATE ABOUT  
CELEBRATING ARTS & CULTURE

Our core audience is culture-driven, connected and engaged. They love art and culture and have an appreciation for beautifully designed objects.

Each month we review the latest exhibitions, profile the arts and crafts world and preview all of the must-see events from the region.



# MOTORING

REVIEWS, NEWS, ROAD TESTS  
AND EXPERT ADVICE ON ALL  
THE LATEST MODELS

Our trusted industry experts offer up-to-date, stimulating editorial from recommendations to test driving the latest high performance models.



# AUDIENCE & DISTRIBUTION



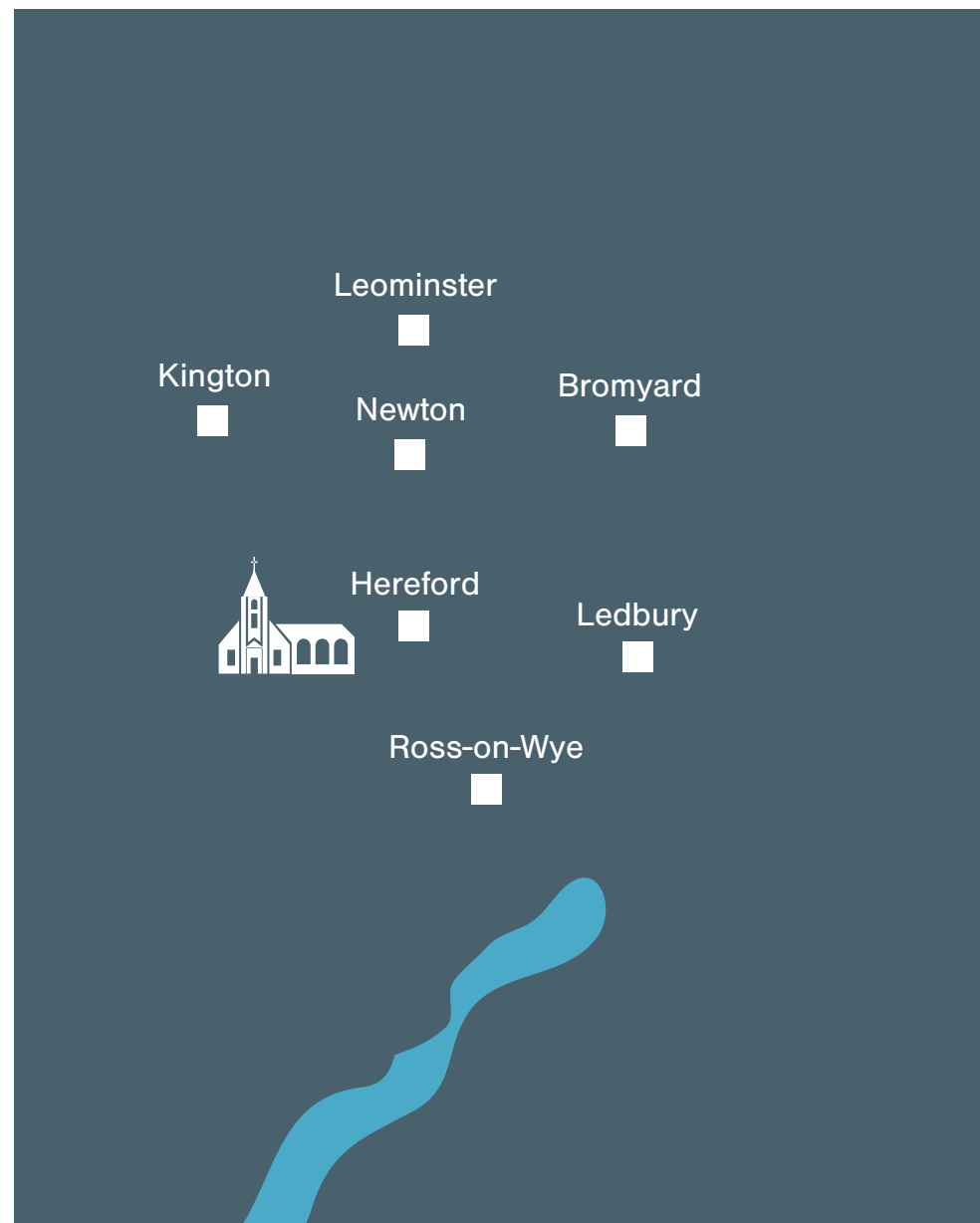
We have a unique, unrivaled, highly selective distribution network, delivering 7,000 monthly copies into a clearly defined marketplace through hand-picked outlets. There is no other magazine guaranteed to reach your niche market, without wastage. Our distribution strategy is uncomplicated and highly effective as all magazines are complimentary. We merchandise in high-footfall outlets to the right marketplace.

READERSHIP 21,000

CIRCULATION 7,000

+300 hand-picked distribution outlets:

Herefordshire Golf Academy | Cotswold Hereford Mini BMW | Courtyard Theatre | The Swan Hotel, Haye on Wye  
The Granary, Kington | Burton Hotel, Leominster | Black Swan Hotel | Holme Lacy House | Castle House Hotel  
Grove Golf & Bowl Club | Burghill Valley Golf Club | Brampton Golf Club | Chase Hotel | Marks & Spencer  
Ross Labels | Holmer Park Spa | Trumpton Tearoom | The Hop Pocket shopping Village | Wye Leisure, Fownhope  
OakChurch Farm shop | Monklads Farm shop | Verzons House | Alexandra Park | Glewstone Court Hotel



# PROMOTIONS & SPONSORSHIP

## LIVING AN OVERVIEW OF OPPORTUNITIES

- Opportunities for us to create bespoke campaigns which sit seamlessly within the Living editorial content
- Our design team can propose creative commercial concepts and feature platforms including product placement

## THEMES & SPECIALS

**February** – Spring Brides

**March** – World of Interiors

**April** – S/S Fashion

**May** – Food & Drink

**June** – World of Interiors

**July** – Summer/Outdoor Living

**August** – Education/Food & Drink

**September** – World of interiors/ Autumn Brides/Education

**October** – Autumn and Winter Fashion

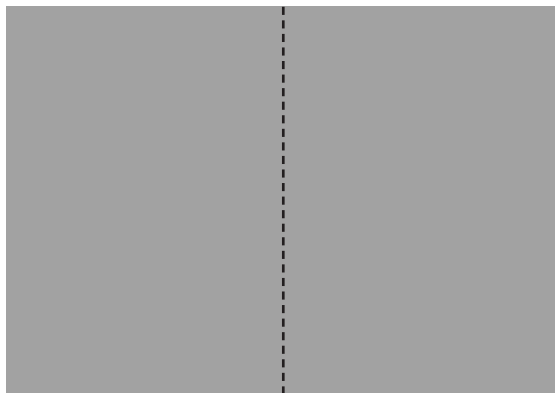
**November** – Christmas



SOURCE: Publisher's Statement based on 3 RPC

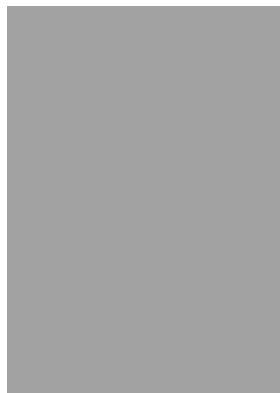
# PRINT AD SPECIFICATIONS

MEASUREMENTS ARE WIDTH X HEIGHT IN MILLIMETRES



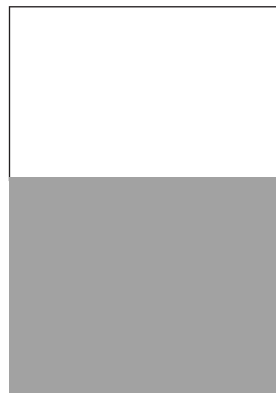
DPS WITH BLEED

303mm Height  
x 426mm Width



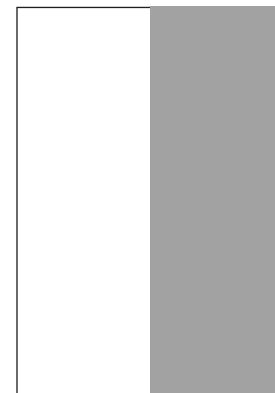
FULL PAGE  
WITH BLEED

303mm Height  
x 216mm Width



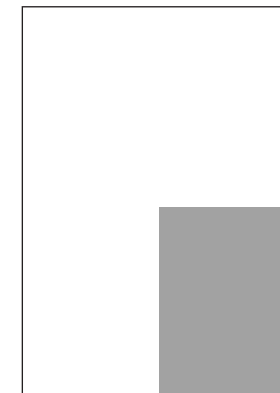
HALF PAGE  
LANDSCAPE

131mm Height  
x 180mm Width



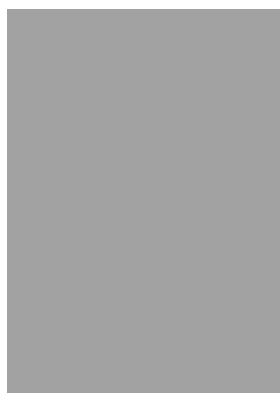
HALF PAGE  
PORTRAIT

266mm Height  
x 88mm Width



QUARTER PAGE

131mm Height  
x 88mm Width



FULL PAGE  
NO BLEED

266mm Height  
x 180mm Width

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.

# RATECARD

## Page sizes

### 1-2 INSERT PRINT & TARGETED DIGITAL

Quarter Page	£195 + VAT (Inc 5,000 targeted PI's)
Half Page	£335 + VAT (Inc 10,000 targeted PI's)
Full page	£570 + VAT (Inc 10,000 targeted PI's)
Double Page Spread	£ 870 + VAT (Inc 20,000 targeted PI's)
Emporium Slot	£100 + VAT

### 3-5 INSERTS PRINT & TARGETED DIGITAL

Quarter Page	£165 + VAT (Inc 5,000 targeted PI's)
Half Page	£285 + VAT (Inc 10,000 targeted PI's)
Full page	£485 + VAT (Inc 10,000 targeted PI's)
Double Page Spread	£740 + VAT (Inc 20,000 targeted PI's)
Emporium Slot	£80 + VAT

### 6-8 INSERTS PRINT & TARGETED DIGITAL

Quarter Page	£150 + VAT (Inc 5,000 targeted PI's)
Half Page	£260 + VAT (Inc 10,000 targeted PI's)
Full page	£445 + VAT (Inc 10,000 targeted PI's)
Double Page Spread	£675 + VAT (Inc 20,000 targeted PI's)
Emporium Slot	£80 + VAT

### 9-10 INSERTS PRINT & TARGETED DIGITAL

Quarter Page	£130 + VAT (Inc 5,000 targeted PI's)
Half Page	£235 + VAT (Inc 10,000 targeted PI's)
Full page	£400 + VAT (Inc 10,000 targeted PI's)
Double Page Spread	£610 + VAT (Inc 20,000 targeted PI's)
Emporium Slot	£80 + VAT

25% surcharge applies for inside front DPS, opposite contents (LH), opposite contents (RH),  
Opposite editors welcome (LH), lead dps in Interiors, inside back (RH) and outside back.

# DEADLINES

COVER DATE	BOOKING DEADLINE	COMPLETE ARTWORK	PUBLISHING DATE
Feb-19	17/01/2019	21/01/2019	01/02/2019
Mar-19	14/02/2019	18/02/2019	07/03/2109
Apr-19	21/03/2019	25/03/2019	05/04/2019
May-19	16/04/2019	18/04/2019	03/05/2019
Jun-19	15/05/2019	17/05/2019	31/05/2019
Jul-19	20/06/2019	24/06/2019	05/06/2019
Aug-19	18/07/2019	22/07/2019	02/08/2019
Sep-19	21/08/2019	23/08/2019	06/09/2019
Oct-19	19/09/2019	23/09/2019	04/10/2019
Nov-19	24/10/2019	28/10/2019	07/11/2019

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





# HEREFORDSHIRE Living

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Life · Style · Living

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