

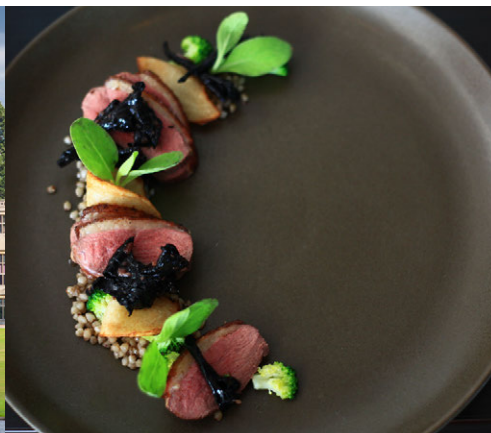


# LAKES Living

## 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 THE LAKES, LUNES & DALES  
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

The Lakes, Lunes & Dales 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

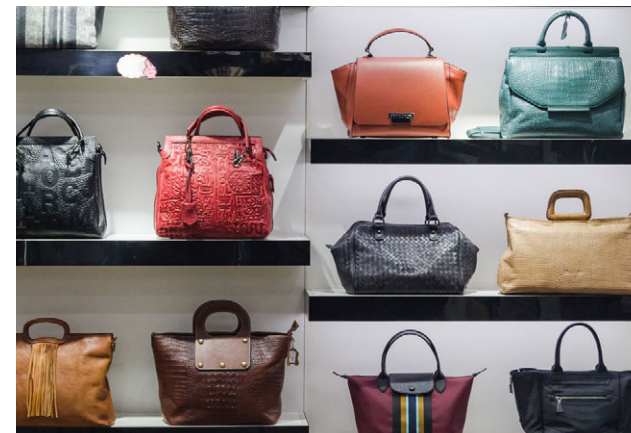
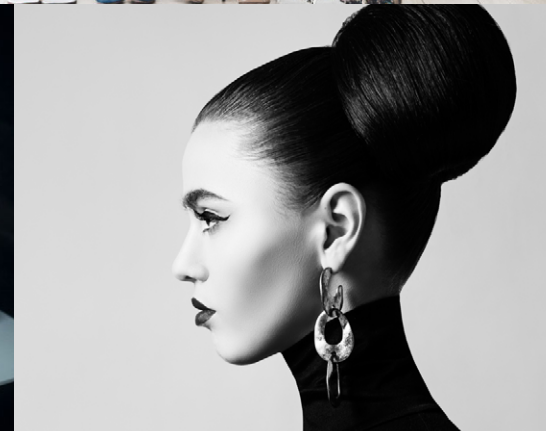
The Lakes, Lunes & Dales Living is the definitive word on sumptuous homes and interiors. In our through-the-keyhole features we take a look inside the most magnificent homes from our region, guaranteeing advertisers that your sales message reaches your desired audience in a stylish and engaging way.



# 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.







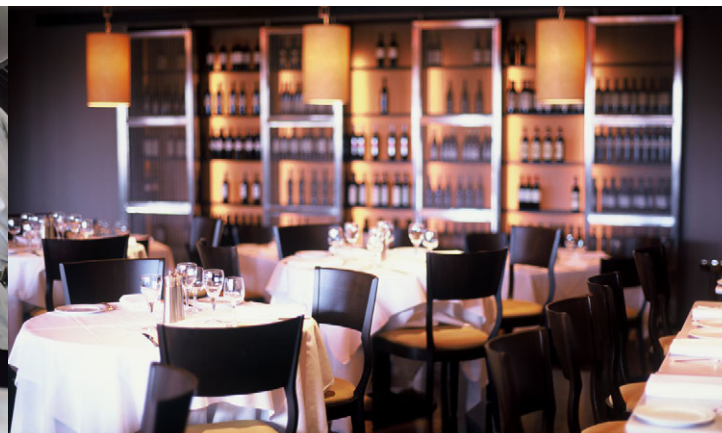
# BEAUTY & WELLNESS

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, unrivalled, highly selective distribution network, 12,000 complimentary 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.

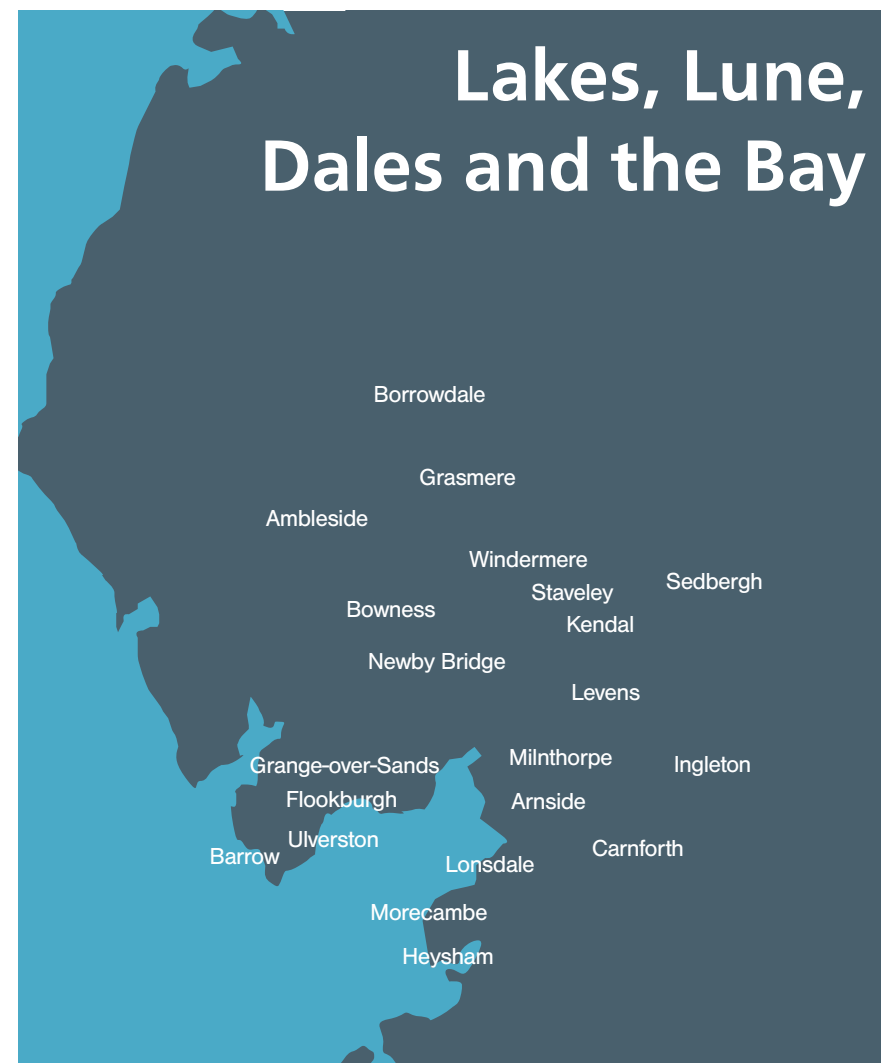
READERSHIP 36,000

CIRCULATION 12,000

+200 hand-picked distribution outlets:

Kendal Shopping Centre | Westmorland Shopping centre | K Village,  
Sainsbury's – Lancaster | Main line at Oxenholme | Tourist Information Centres  
Free copies are also distributed into the bedrooms of the top Lake District | Vale of Lune and Yorkshire  
Dales hotels and top Lake District Hair Salons | Food Stores & Cafes | Garden Centres | Fashion Outlets  
Dentists & Doctors Surgeries | Golf & Sailing Clubs | Holiday Parks | Prestige Motor Dealers & Spas

source: Publisher's Statement based on 3 RPC





# PRINT AD SPECIFICATIONS

MEASUREMENTS ARE WIDTH X HEIGHT IN MILLIMETRES



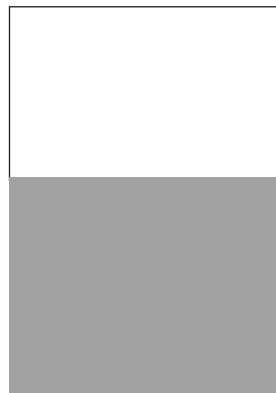
DPS WITH BLEED

303mm Height  
x 426mm Width



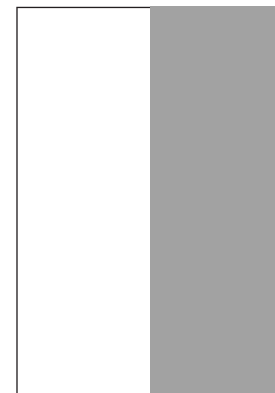
FULL PAGE  
WITH BLEED

303mm Height  
x 216mm Width



HALF PAGE  
LANDSCAPE

131mm Height  
x 180mm Width



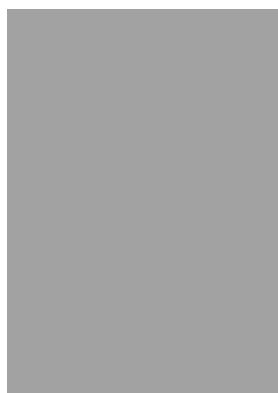
HALF PAGE  
PORTRAIT

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 INSERTS PRINT & TARGETED DIGITAL

Quarter Page	£160 + VAT n/a
Half Page	£300 + VAT (Inc 10,000 targeted Pl's)
Full page	£480 + VAT (Inc 10,000 targeted Pl's)
Double Page Spread	£890 + VAT (Inc 20,000 targeted Pl's)

### 3-4 INSERTS PRINT & TARGETED DIGITAL

Quarter Page	£144 + VAT n/a
Half Page	£268 + VAT (Inc 10,000 targeted Pl's)
Full page	£440 + VAT (Inc 10,000 targeted Pl's)
Double Page Spread	£816 + VAT (Inc 20,000 targeted Pl's)

### 5-6 INSERTS PRINT & TARGETED DIGITAL

Quarter Page	£136 + VAT n/a
Half Page	£240 + VAT (Inc 10,000 targeted Pl's)
Full page	£400 + VAT (Inc 10,000 targeted Pl's)
Double Page Spread	£742 + VAT (Inc 20,000 targeted Pl's)

### 7-8 INSERTS PRINT & TARGETED DIGITAL

Quarter Page	£120 + VAT n/a
Half Page	£200 + VAT (Inc 10,000 targeted Pl's)
Full page	£360 + VAT (Inc 10,000 targeted Pl's)
Double Page Spread	£668 + VAT (Inc 20,000 targeted Pl's)

## Premium ad space

### 1-2 INSERTS PRINT & TARGETED DIGITAL

Inside Front Cover	£680 + VAT (Inc 20,000 targeted Pl's)
Inside FC Double Page Spread	£956 + VAT (Inc 20,000 targeted Pl's)
Full page	£680 + VAT (Inc 20,000 targeted Pl's)
Double Page Spread	£920 + VAT (Inc 20,000 targeted Pl's)

### 3-5 INSERTS PRINT & TARGETED DIGITAL

Inside Front Cover	£544 + VAT (Inc 20,000 targeted Pl's)
Inside FC Double Page Spread	£765 + VAT (Inc 20,000 targeted Pl's)
Full page	£544 + VAT (Inc 20,000 targeted Pl's)
Double Page Spread	£736 + VAT (Inc 20,000 targeted Pl's)

### 6-9 INSERTS PRINT & TARGETED DIGITAL

Inside Front Cover	£476 + VAT (Inc 20,000 targeted Pl's)
Inside FC Double Page Spread	£669 + VAT (Inc 20,000 targeted Pl's)
Full page	£835 + VAT (Inc 20,000 targeted Pl's)
Double Page Spread	£835 + VAT (Inc 20,000 targeted Pl's)

### 10-12 INSERTS PRINT & TARGETED DIGITAL

Inside Front Cover	£408 + VAT (Inc 20,000 targeted Pl's)
Inside FC Double Page Spread	£574 + VAT (Inc 20,000 targeted Pl's)
Full page	£408 + VAT (Inc 20,000 targeted Pl's)
Double Page Spread	£552 + VAT (Inc 20,000 targeted Pl's)

\*DPS- Premium Audience Solution, Full page- Standard Audience Solution, Half page- 8000 impressions (over 2weeks)  
Quarter page- 4000 impressions (1 week), Town/Restaurant Feature - 1/8 Page – Business directory



# DEADLINES

COVER DATE	BOOKING DEADLINE	COMPLETE ARTWORK	PUBLISHING DATE
Feb-19	15/01/2019	18/01/2019	31/01/2019
Mar-19	13/02/2019	15/02/2019	28/02/2109
Apr-19	15/03/2019	18/03/2019	29/03/2019
May-19	13/04/2019	17/04/2019	30/04/2019
Jun-19	16/05/2019	17/05/2019	31/05/2019
Jul-19	14/06/2019	17/06/2019	28/06/2019
Aug-19	15/07/2019	19/07/2019	31/07/2019
Sep-19	15/08/2019	16/08/2019	30/08/2019
Oct-19	13/09/2019	17/09/2019	30/09/2019
Nov-19	16/10/2019	18/10/2019	31/10/2019
Dec-19	15/11/2019	18/11/2019	29/11/2019

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







# LAKES Living

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Life · Style · Living  
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