

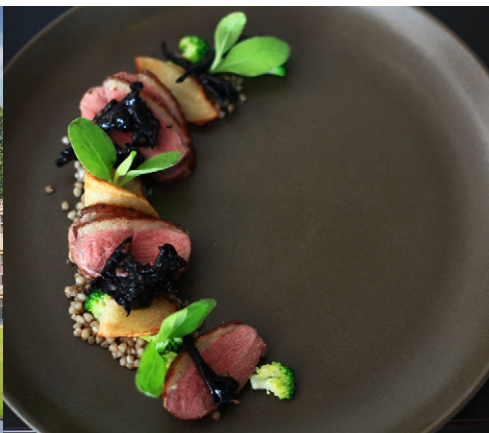


Berkshire Living

MEDIA PACK 2020

Life · Style · Living

www.living-magazines.co.uk



OUR VISION

AN INSPIRATIONAL AND STYLISH
CELEBRATION OF BERKSHIRE 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

Berkshire 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

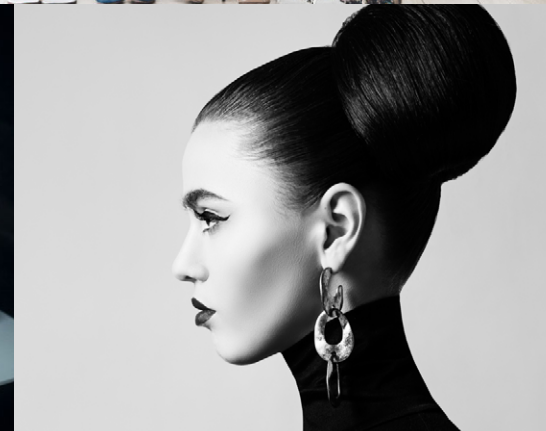
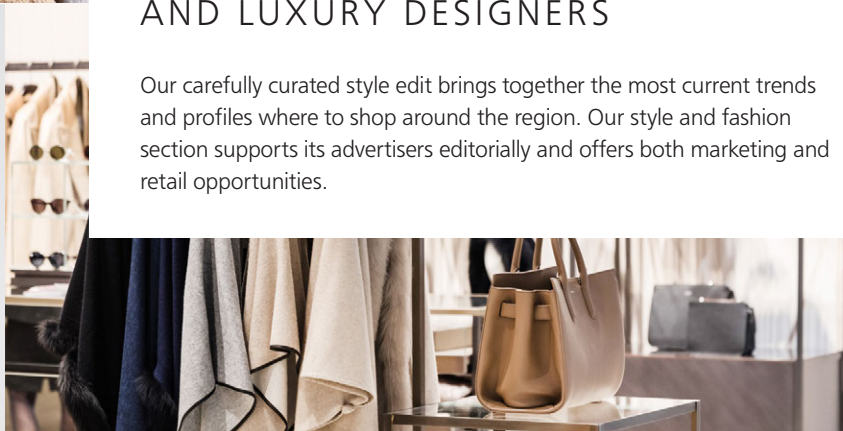
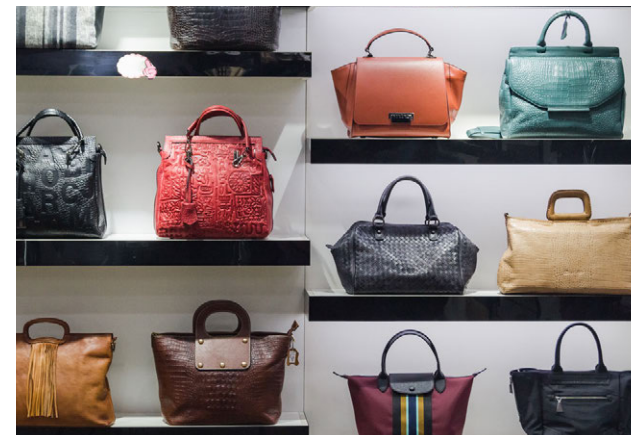
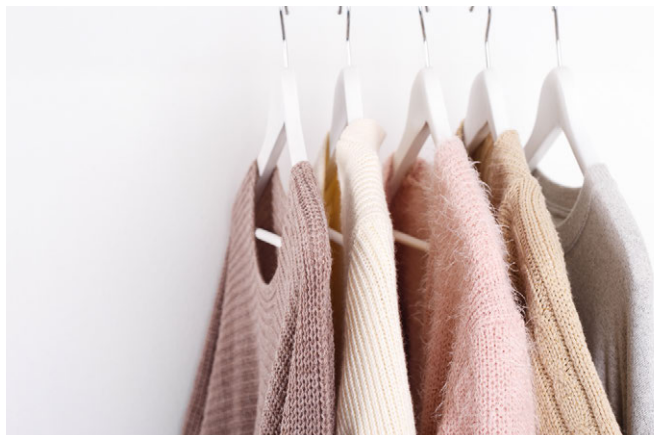
STEP INSIDE OUR STUNNING HOMES AND INTERIORS AND DISCOVER THE ULTIMATE IN INTERIOR DESIGN

Berkshire 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.



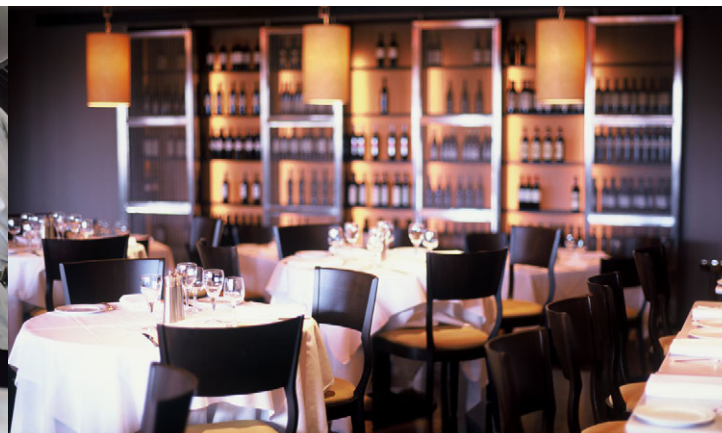


BEAUTY & WELLNESS

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.



EDITORIAL CALENDAR 2020

Commercial content is a great way to showcase your businesses in Berkshire Living magazine. All our commercial content is based on a template which complements the style of our magazine and follows our ethos of excellent design, and quality editorial images.

We work with clients to create content which will promote their business and help them reach new customers.

We offer different options to suit different businesses. From a double page promotional feature, to specialist content.

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
ON REFLECTION Living's Ultimate Spa Guide featuring health advice tips, trends and the latest products EDUCATION A comprehensive guide to schools in the region.	WEDDINGS Packed with inspirational ideas and tips, real weddings and local suppliers we showcase the region's venues and wedding business in a highly designed feature style.	SLEEP ON IT Be inspired with our one-stop-shop for bedroom design and decorating ideas from the regions best interior designers and bedroom specialists.	OUTSIDE LIVING As the weather heats up, we can't wait to get outside! We have loads of inspiration for al fresco decor, from sun loungers with comfy cushions, to pots and planters which help create a vibrant green space.	FAMILIES IN BUSINESS Be inspired by local entrepreneurs and next generation business owners who thrive in our county. Delve into the family history and discover what it takes to run a successful business.	LOVE YOUR KITCHEN From traditional to contemporary we have all the kitchen planning inspiration you need for the heart of your home, whatever your style.
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
FAMILY DAYS OUT Preparing you for the long summer ahead! Packed with family days out, unique experiences and once in a life time events, we'll give you plenty of ideas about how to spend those hot, hazy days with the ones you love.	MAKE A SPLASH The very latest in bathroom designs and accessories, from free standing baths to clever storage solutions. We take the plunge with our dedicated bathroom section.	EDUCATION A comprehensive guide to schools in the region. Helping parents, grandparents and all involved make the right choice of education for their children.	EDUCATION A comprehensive guide to schools in the region. Helping parents, grandparents and all involved make the right choice of education for their children.	CHRISTMAS A total celebration of everything Christmas. Festive decorations, ideas for entertaining, seasonal food and drink plus Living's ultimate luxury Christmas gift guide.	A-Z OF CHRISTMAS Bring all your Christmas advertising together into one platform, which will include our fabulous A-Z of Christmas, as well as party season fashions, food and drink trends and ideas for your home

AUDIENCE & DISTRIBUTION



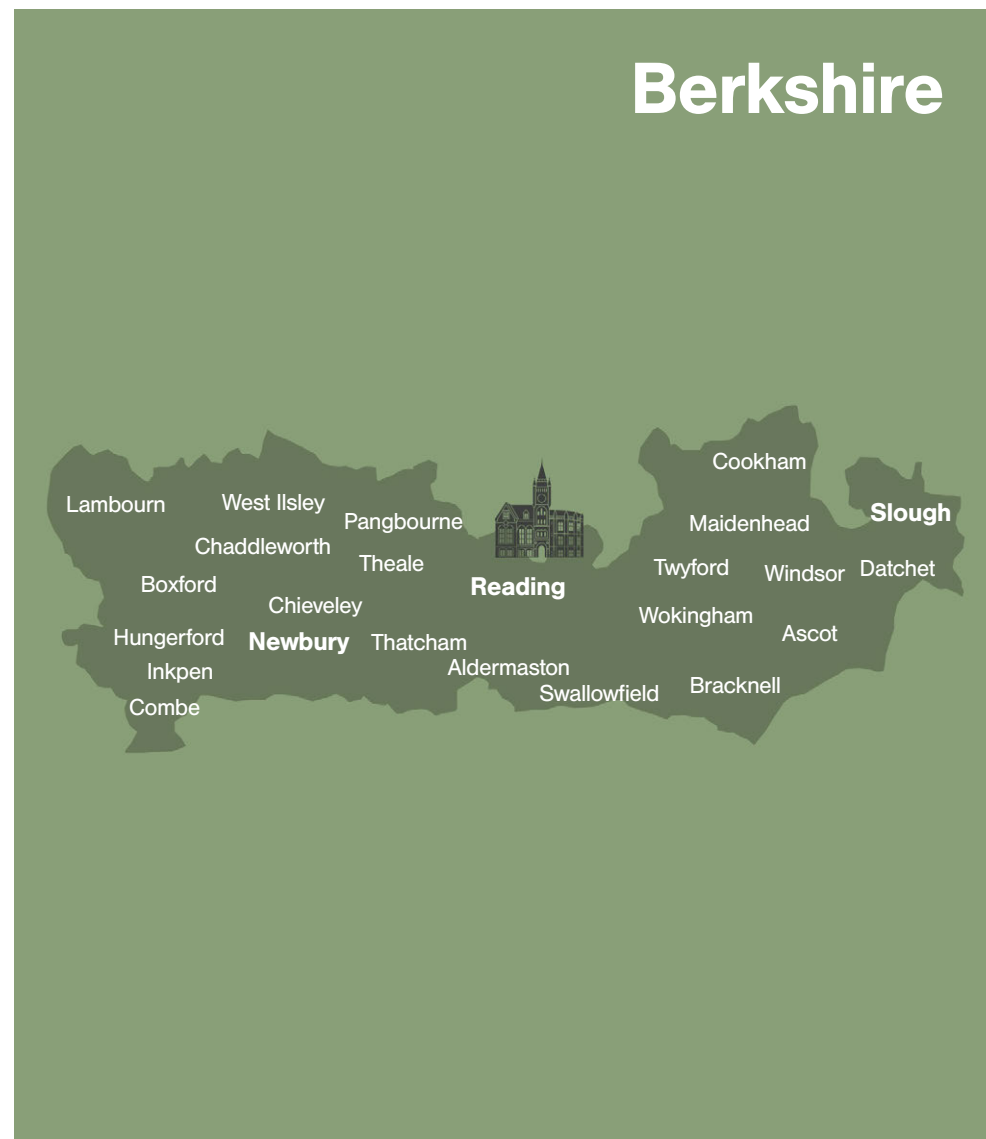
We have a unique, unrivaled, highly selective distribution network, delivering 8,000 monthly copies into a clearly defined marketplace through hand-picked outlets.

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 24,000

CIRCULATION 8,000

*SOURCE: Mosaic Profiling



PRINT AD SPECIFICATIONS

MEASUREMENTS ARE WIDTH X HEIGHT IN MILLIMETRES



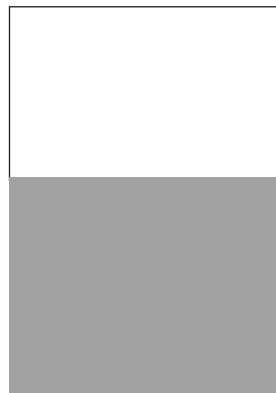
DPS WITH BLEED

303mm Height
x 426mm Width



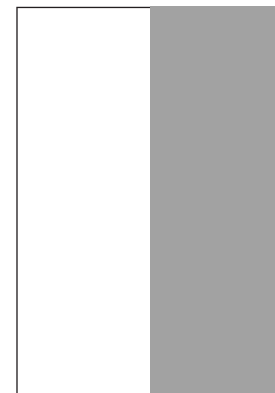
FULL PAGE
WITH BLEED

303mm Height
x 216mm Width



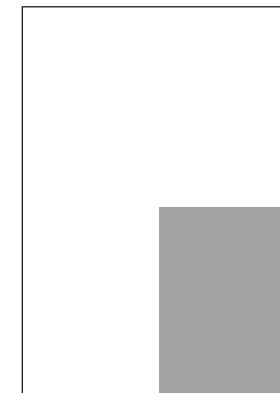
HALF PAGE
LANDSCAPE

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 INSERT PRINT & TARGETED DIGITAL

Quarter Page	£175 + VAT n/a
Half Page	£300 + VAT (Inc 10,000 targeted PI's)
Full page	£550 + VAT (Inc 10,000 targeted PI's)
Double Page Spread	£950 + VAT (Inc 20,000 targeted PI's)

2-3 INSERTS PRINT & TARGETED DIGITAL

Quarter Page	£160 + VAT n/a
Half Page	£275 + VAT (Inc 10,000 targeted PI's)
Full page	£500 + VAT (Inc 10,000 targeted PI's)
Double Page Spread	£850 + VAT (Inc 20,000 targeted PI's)

4-6 INSERTS PRINT & TARGETED DIGITAL

Quarter Page	£145 + VAT n/a
Half Page	£250 + VAT (Inc 10,000 targeted PI's)
Full page	£450 + VAT (Inc 10,000 targeted PI's)
Double Page Spread	£750 + VAT (Inc 20,000 targeted PI's)

7+ INSERTS PRINT & TARGETED DIGITAL

Quarter Page	£130 + VAT n/a
Half Page	£225 + VAT (Inc 10,000 targeted PI's)
Full page	£400 + VAT (Inc 10,000 targeted PI's)
Double Page Spread	£650 + VAT (Inc 20,000 targeted PI's)

Premium ad space

1-2 INSERTS PRINT & TARGETED DIGITAL

Inside FC Double Page Spread	£1,160 + VAT (Inc 20,000 targeted PI's)
Full page	£912 + VAT (Inc 20,000 targeted PI's)
Double Page Spread	£1,160 + VAT (Inc 20,000 targeted PI's)

3-5 INSERTS PRINT & TARGETED DIGITAL

Inside FC Double Page Spread	£986 + VAT (Inc 20,000 targeted PI's)
Full page	£646 + VAT (Inc 20,000 targeted PI's)
Double Page Spread	£986 + VAT (Inc 20,000 targeted PI's)

6-8 INSERTS PRINT & TARGETED DIGITAL

Inside FC Double Page Spread	£900 + VAT (Inc 20,000 targeted PI's)
Full page	£556 + VAT (Inc 20,000 targeted PI's)
Double Page Spread	£900 + VAT (Inc 20,000 targeted PI's)

9-10 INSERTS PRINT & TARGETED DIGITAL

Inside FC Double Page Spread	£813 + VAT (Inc 20,000 targeted PI's)
Full page	£533 + VAT (Inc 20,000 targeted PI's)
Double Page Spread	£813 + VAT (Inc 20,000 targeted PI's)

* includes either 10,000 or 20,000 targeted page impressions (based on package taken) with the impressions for the online display solution reaching a predefined audience suited to the business type.

DEADLINES

COVER DATE	BOOKING DEADLINE	COMPLETE ARTWORK	PUBLISHING DATE
Feb-20	16/01/2020	20/01/2020	31/01/2020
Mar-20	13/02/2020	17/02/2020	28/02/2020
Apr-20	12/03/2020	16/03/2020	27/03/2020
May-20	07/04/2020	09/04/2020	24/04/2020
Jun-20	14/05/2020	18/05/2020	01/06/2020
Jul-20	11/06/2020	15/06/2020	26/06/2020
Aug-20	16/07/2020	20/07/2020	31/07/2020
Sep-20	13/08/2020	17/08/2020	28/08/2020
Oct-20	10/09/2020	14/09/2020	25/09/2020
Nov-20	15/10/2020	19/10/2020	30/10/2020
Dec-20	12/11/2020	16/11/2020	27/11/2020

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





Berkshire Living

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