




LIVING

BUCKINGHAMSHIRE
& BERKSHIRE

MEDIA PACK 2021

Life · Style · Living

www.living-magazines.co.uk

 [livingmagazine_buckinghamshire](https://www.instagram.com/livingmagazine_buckinghamshire)



OUR VISION

AN INSPIRATIONAL AND STYLISH CELEBRATION OF BUCKINGHAMSHIRE LIVING - EVERY MONTH

Two localised editions of Buckinghamshire & Berkshire Living are published each month, one for each county. Making the front cover and lead story relevant to each area appeals to our readers, advertisers benefit from appearing in both editions and reaching their target audience across both regions.

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

Buckinghamshire 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

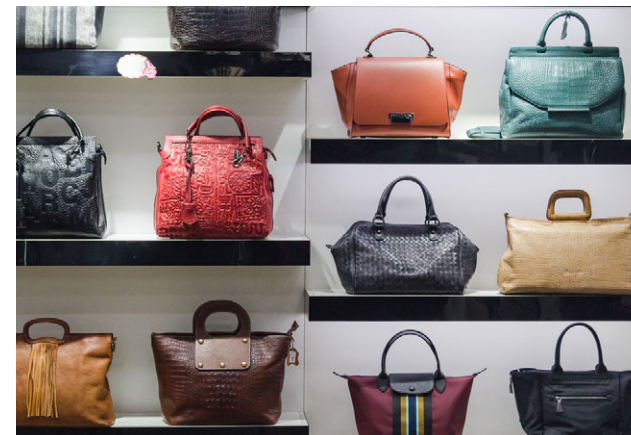
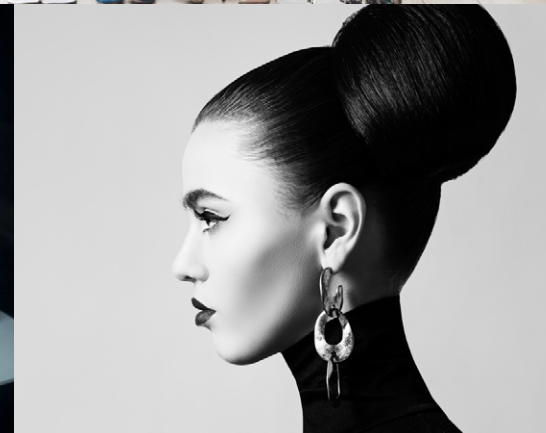
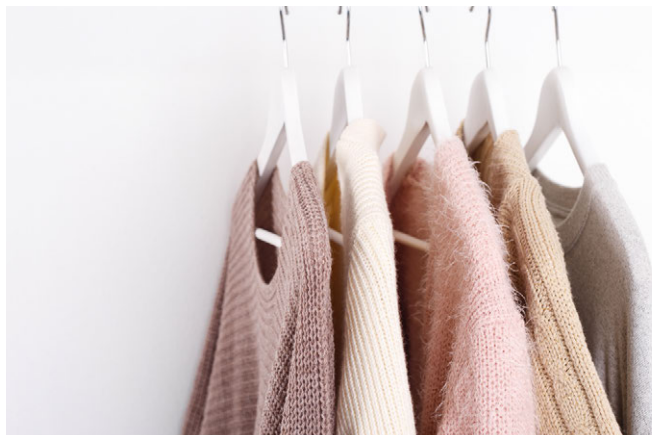
STEP INSIDE OUR STUNNING HOMES AND INTERIORS AND DISCOVER THE ULTIMATE IN INTERIOR DESIGN

Buckinghamshire 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 speciality 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 2021

Commercial content is a great way to showcase your businesses in Buckinghamshire & 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
EDUCATION A comprehensive guide to schools in the region. Helping parents, grandparents and all involved make the right choice of education for their children.	WEDDINGS Packed with inspirational ideas and tips, real weddings and local suppliers we showcase the regions venues and wedding business in a highly designed feature style.	NEW HOMES In our Showhome showcase we invite property developers and designers to guide us through the latest new builds on the market	EDUCATION A comprehensive guide to schools in the region.	DAYS OUT EDUCATION After 2020, we'll all be looking for fun and exciting things to do this year. Make sure you're included in our round up to the best local days out	MAKE A SPLASH The very latest in bathroom designs and accessories we take the plunge with our dedicated bathroom section.
ON REFLECTION Breathe in and relax with Living's Ultimate Spa Guide. Editorial will feature seasonal spa-ing and health advice for spring/summer tips, trends and the latest products.	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.	GARDENING Inspiration for al fresco decor, from sun loungers to pots and planters which all help create a vibrant green space.	OUTSIDE LIVING Inspiration for al fresco decor, from sun loungers to pots and planters which all help create a vibrant green space.	EDUCATION A comprehensive guide to schools in the region.
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
TOP 10 A guide to the top 10 independent retailers in your area	WEDDINGS Packed with inspirational ideas and tips, real weddings and local suppliers we showcase the regions venues and wedding business.	NEW HOMES In our Showhome showcase we invite property developers and designers to guide us through the latest new builds on the market	LOVE YOUR KITCHEN From traditional to contemporary we have all the kitchen planning inspiration you need.	A-Z OF CHRISTMAS Bringing all your Christmas advertising together into one platform.	EDUCATION A comprehensive guide to schools in the region.
EDUCATION A comprehensive guide to schools in the region.	EDUCATION A comprehensive guide to schools in the region.	EDUCATION A comprehensive guide to schools in the region.	EDUCATION A comprehensive guide to schools in the region.	EDUCATION A comprehensive guide to schools in the region.	FESTIVE A total celebration of everything Christmas. Festive decorations, ideas for entertaining, seasonal food and drink plus Living's ultimate luxury Christmas gift guide
				SHOP LOCAL SATURDAY supporting independent businesses on our high street	

AUDIENCE & DISTRIBUTION



Two localised editions of Buckinghamshire & Berkshire Living are published each month, one for each county. Making the front cover and lead story relevant to each area appeals to our readers whilst advertisers benefit from appearing in both editions and reaching their target audience across both regions.

We have a unique, unrivalled, highly selective distribution network, delivering 10,000 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 30,000

CIRCULATION 10,000

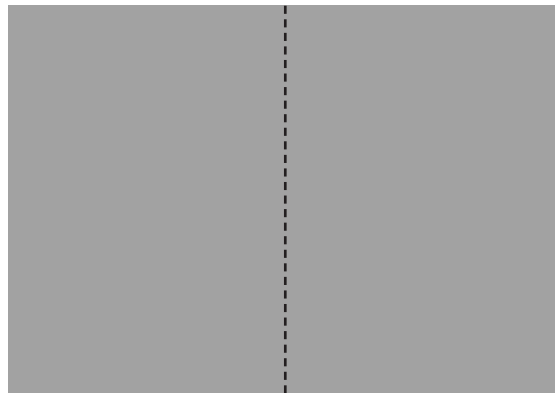
8,000 copies are delivered through handpicked premium outlets across the following areas:

Penn | Flackwell Heath | Dawshill | Widmer End | Hazlemere | Amersham
Seer Green | Knotty Green | Beaconsfield | Princes Risborough | Cookham/CookhamRise
Marlow | Bourne End Cookham | Chalfont St. Peter | Gerrards Cross



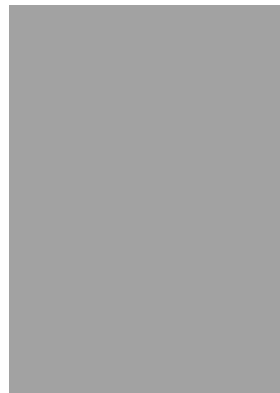
PRINT AD SPECIFICATIONS

MEASUREMENTS ARE WIDTH X HEIGHT IN MILLIMETRES



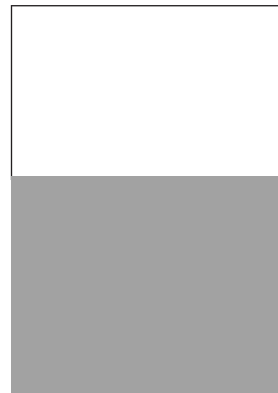
DPS WITH BLEED

303mm Height
x 426mm Width



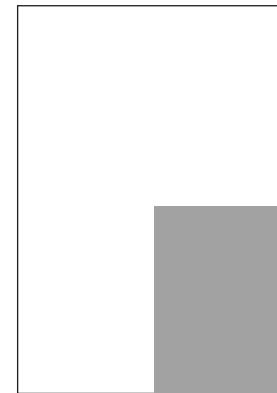
FULL PAGE WITH BLEED

303mm Height
x 216mm Width



HALF PAGE LANDSCAPE

131mm Height
x 180mm Width



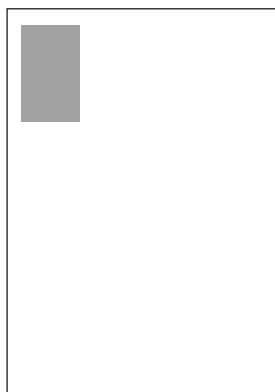
QUARTER PAGE

131mm Height
x 88mm Width

LIVING DIRECTORY PAGES

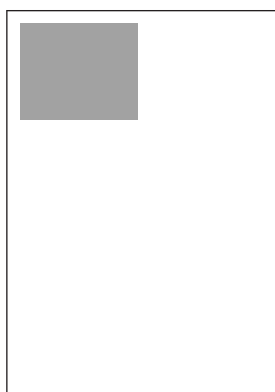


EXAMPLE



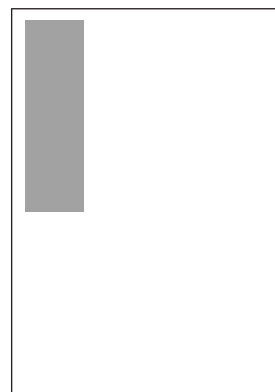
SIZE A

63mm Height x 42mm Width



SIZE B

63mm Height x 88mm Width



SIZE C

130mm Height x 42mm 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

SIZE	DIGITAL PRODUCT	Adhoc	Impact Pricing Rate			
			20%	30%	40%	50%
			2-3ins	4-7ins	8-11ins	12+
Quarter Page 2 Col	3k multi format magazine creative	£138.00 + VAT	£110.40 + VAT	£96.60 + VAT	£82.80 + VAT	£69.00 + VAT
Half Page Landscape	4k multi format magazine creative	£214.00 + VAT	£171.20 + VAT	£149.80 + VAT	£128.40 + VAT	£107.00 + VAT
Half Page Portrait 2 Col	4k multi format magazine creative	£214.00 + VAT	£171.20 + VAT	£149.80 + VAT	£128.40 + VAT	£107.00 + VAT
Full Page Bleed	6k multi format Mag creative +12k FB	£456.00 + VAT	£376.80 + VAT	£337.20 + VAT	£297.60 + VAT	£258.00 + VAT
DPS Bleed	12k multi format Mag creative +20k FB	£892.00 + VAT	£733.60 + VAT	£654.40 + VAT	£575.20 + VAT	£496.00 + VAT

LIVING DIRECTORY PAGES

	1-2 INSERTS	3-5 INSERTS	6-11 INSERTS	12+ INSERTS
Living CLS 55x39	£59 + VAT	£49 + VAT	£39 + VAT	£29 + VAT
Essential (5k)	£36 + VAT	£36 + VAT	£36 + VAT	£36 + VAT
Total	£95 + VAT	£85 + VAT	£75 + VAT	£65 + VAT

LIVING DIRECTORY PAGES

	1-2 INSERTS	3-5 INSERTS	6-11 INSERTS	12+ INSERTS
Living CLS 55x86	£99 + VAT	£84 + VAT	£74 + VAT	£54 + VAT
Essential (5)	£36 + VAT	£36 + VAT	£36 + VAT	£36 + VAT
Total	£135 + VAT	£120 + VAT	£110 + VAT	£99 + VAT

DEADLINES

COVER DATE	BOOKING DEADLINE	COMPLETE ARTWORK	PUBLISHING DATE
Feb-21	14/01/2021	18/01/2021	29/01/2021
Mar-21	11/02/2021	15/02/2021	26/02/2021
Apr-21	16/03/2021	18/03/2021	31/03/2021
May-21	15/04/2021	19/04/2021	30/04/2021
Jun-21	13/05/2021	17/05/2021	28/05/2021
Jul-21	15/06/2021	17/06/2021	30/06/2021
Aug-21	15/07/2021	19/07/2021	30/07/2021
Sep-21	13/08/2021	17/08/2021	31/08/2021
Oct-21	15/09/2021	17/09/2021	30/09/2021
Nov-21	14/10/2021	18/10/2021	29/10/2021
Dec-21	15/11/2021	17/11/2021	30/11/2021
Dec-21	14/12/2021	16/12/2021	31/12/2021

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





BUCKINGHAMSHIRE
& BERKSHIRE

Living

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