



# DORSET Living

MEDIA PACK 2020

Life · Style · Living

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





# OUR VISION

AN INSPIRATIONAL AND STYLISH  
CELEBRATION OF DORSET LIVING - EVERY  
MONTH

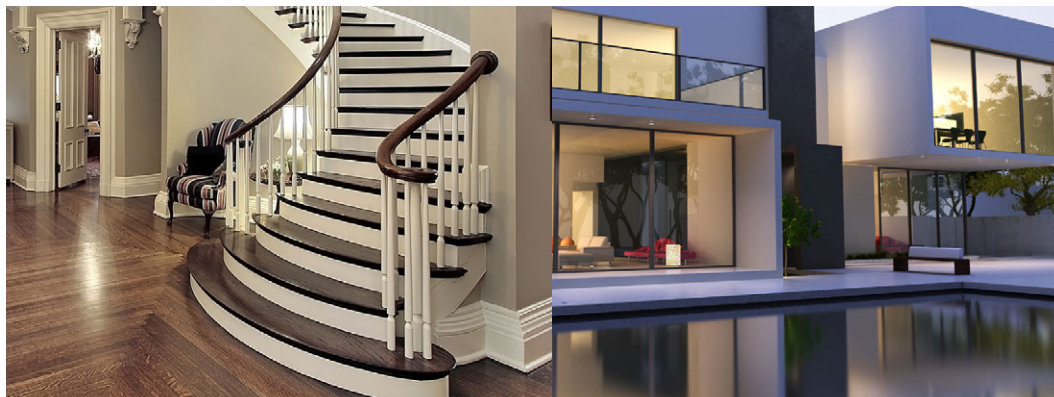
Our Living portfolio of luxury lifestyle magazines is carefully designed to target discerning, affluent audiences and consumers.

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

Dorset Living shines a spotlight on the most exclusive properties in the county. Our premium property section, 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

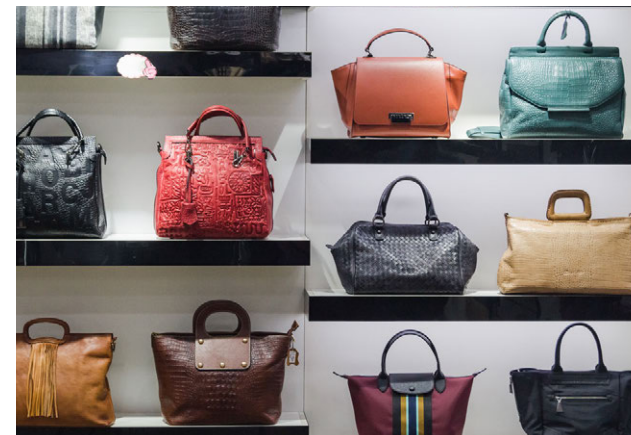
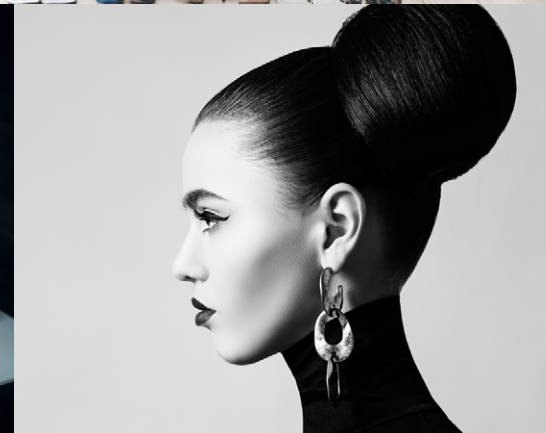
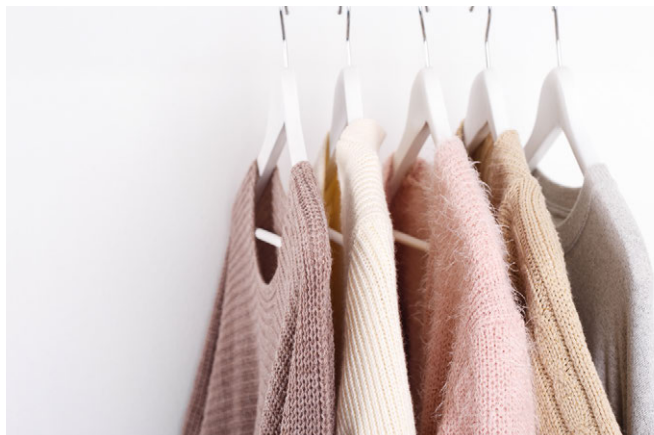
Dorset Living is the definitive word on sumptuous homes and interiors. In our through-the-keyhole features we take a look inside the most magnificent homes from our region, guaranteeing advertisers that your sales message reaches your desired audience in a stylish and engaging way.



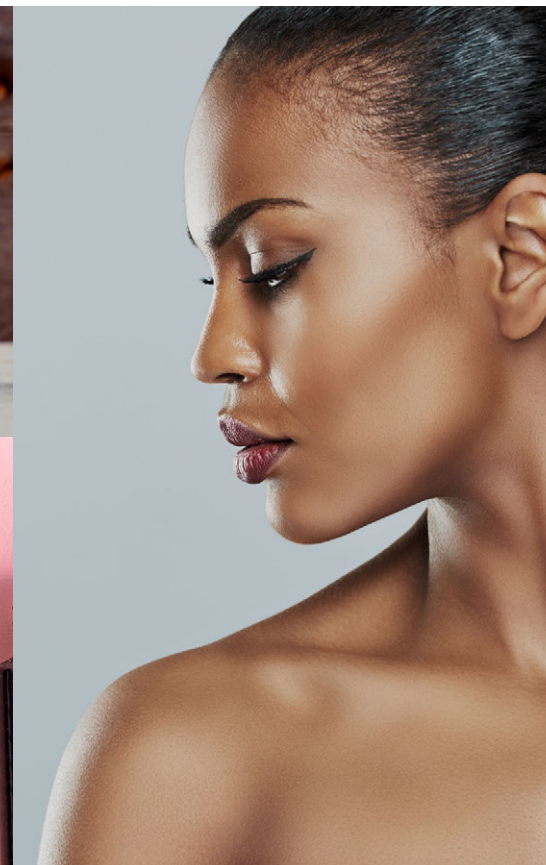
# STYLE & FASHION

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.







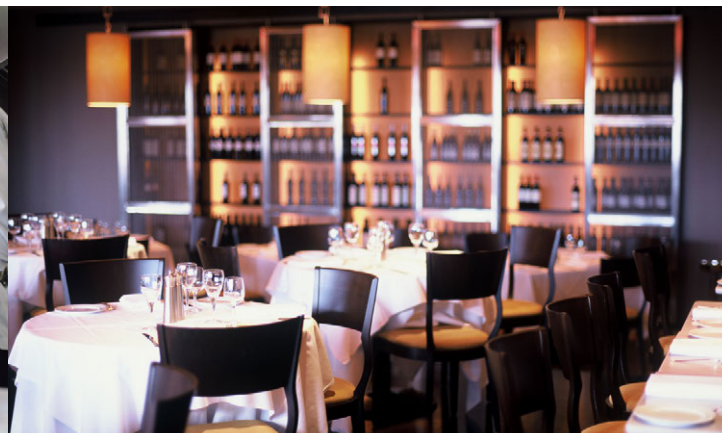
# BEAUTY & WELLNESS

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 EATERIES  
AND HOTELS

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 2020

Commercial content is a great way to showcase your businesses in Dorset 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.

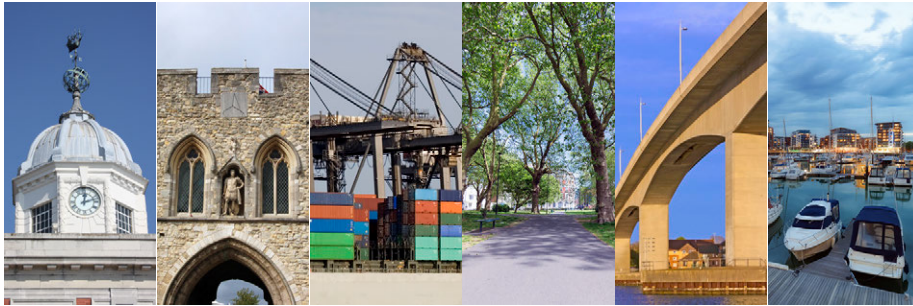
We work with clients to create content which will promote their business and help them reach new customers.

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

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>ON REFLECTION</b> 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.	<b>WEDDINGS</b> 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.	<b>BUILT FOR LIFE</b> In our Showhome showcase we invite property developers and designers to guide us through the latest new builds on the market.	<b>MAKE A SPLASH</b> 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.	<b>FOOD &amp; DRINK</b> Meet and greet some of the region's best restaurants, cafes, delis and food producers. Our authoritative food and drink section is essential reading for all who appreciate the world of fine food and drink.	<b>LOVE YOUR KITCHEN</b> 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
<b>OUTSIDE LIVING</b> Inspiration for al fresco decor, from sun loungers to pots and planters which all help create a vibrant green space.	<b>ON THE WATER</b> Featuring the latest Water sports and Boating facilities on the South Coast.	<b>SLEEP ON IT</b> Be inspired with our one-stop-shop for bedroom design and decorating ideas <b>WEDDINGS</b> Inspirational ideas and tips, real weddings and local suppliers we showcase the regions venues and wedding business.	<b>GALLERY GUIDE</b> The Gallery Guide showcases the leading galleries from around the region who specialize in the very best in decorative art. <b>EDUCATION</b> A comprehensive guide to schools in the region.	<b>FOOD &amp; DRINK</b> Meet and greet some of the region's best restaurants, cafes, delis and food producers. Our authoritative food and drink section is essential reading for all who appreciate the world of fine food and drink.	<b>CHRISTMAS</b> A total celebration of everything Christmas. Festive decorations, ideas for entertaining, seasonal food and drink plus Living's ultimate luxury Christmas gift guide.



# AUDIENCE & DISTRIBUTION



We have a unique, unrivalled, highly selective distribution network, delivering 20,000 monthly copies into a clearly defined marketplace through hand-picked outlets. There is no magazine guaranteed to reach your niche market, without wastage. Our distribution strategy is uncomplicated and highly effective, 1,500 copies sold across all Waitrose stores in Dorset. 8,500 copies are delivered door to door in key affluent postcode areas. Free pick available from Beales, John Lewis, Marks & Spencer as well as Bournemouth Airport. We merchandise in high-footfall outlets to the right marketplace.

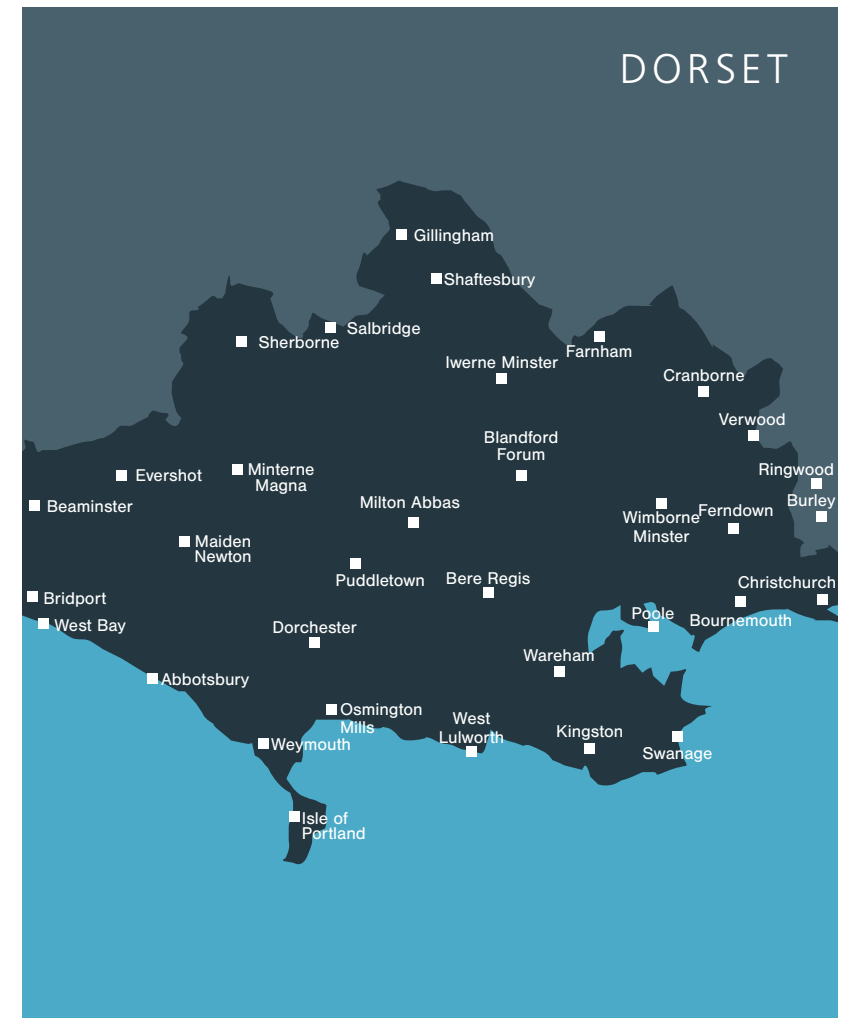
**READERSHIP 60,000**

**DISTRIBUTION 20,000**

We distribute 20,000 copies, 8,500 delivered door to door in Dorset across selected ABC1 homes in the area.

We have free pick up outlets in Beales, John Lewis and Marks & Spencer as well as private hospitals, dentists, doctors surgeries, hairdressers, beauty salons, golf clubs and solicitors, to name but a few.

SOURCE: Publisher's Statement based on 3 RPC





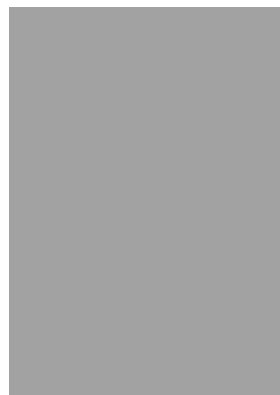
# PRINT AD SPECIFICATIONS

MEASUREMENTS ARE WIDTH X HEIGHT IN MILLIMETRES



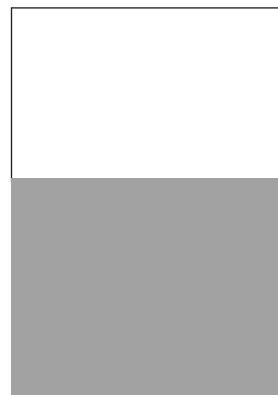
DPS WITH BLEED

303mm Height  
x 426mm Width



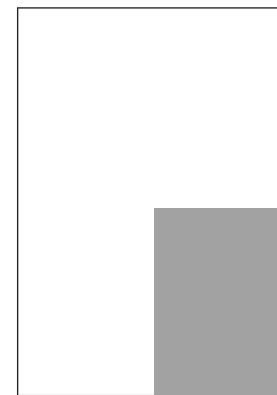
FULL PAGE  
WITH BLEED

303mm Height  
x 216mm Width



HALF PAGE  
LANDSCAPE

131mm Height  
x 180mm Width



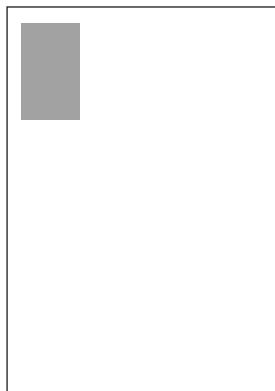
QUARTER PAGE

131mm Height  
x 88mm Width

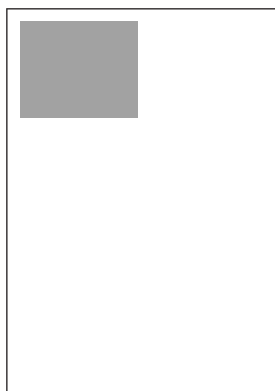
## LIVING DIRECTORY PAGES



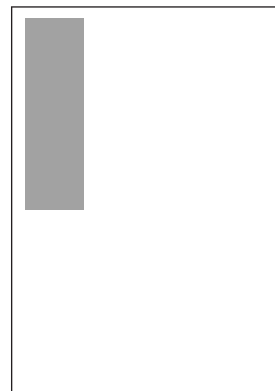
EXAMPLE



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

### 1 INSERT

Gatefold Cover	£1830 + VAT
Inside Front	£730 + VAT
Inside Back	£665 + VAT
Back Cover	£840 + VAT
Full Page	£565 + VAT
Half Page	£315 + VAT
Quarter Page	£210 + VAT

### SPECIAL RATES MULTIPLE BOOKINGS

3 months	15% discount
6 months	25% discount
12 months	35% discount

### LIVING DIRECTORY PAGES

	1-2 INSERTS	3-5 INSERTS	6-11 INSERTS	12+ INSERTS
Living size A	£59 + VAT	£49 + VAT	£39 + VAT	£29 + VAT
Essential (5)	£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 size B or C	£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

\*ROP : Right Hand Positions - 20% surcharge

\* 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.

Online display solutions will run across the following website; [www.bournemouthcho.co.uk](http://www.bournemouthcho.co.uk)

\*with the exception of Quarter Page adverts which do not include Page impressions but these can be booked separately if required



# DEADLINES

COVER DATE	BOOKING DEADLINE	COMPLETE ARTWORK	PUBLISHING DATE
Feb-20	14/01/2020	16/01/2020	01/02/2020
Mar-20	11/02/2020	13/02/2020	07/03/2020
Apr-20	10/03/2020	12/03/2020	04/04/2020
May-20	14/04/2020	16/04/2020	02/05/2020
Jun-20	11/05/2020	13/05/2020	06/06/2020
Jul-20	09/06/2020	11/06/2020	04/07/2020
Aug-20	14/07/2020	16/07/2020	01/08/2020
Sep-20	11/08/2020	13/08/2020	05/09/2020
Oct-20	15/09/2020	17/09/2020	03/10/2020
Nov-20	13/10/2020	15/10/2020	07/11/2020
Dec-20	10/11/2020	12/11/2020	05/12/2020
Jan-21	08/12/2020	10/12/2020	02/01/2021

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







# DORSET Living

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