

DORSET Living

MEDIA PACK 2021

Life · Style · Living

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.

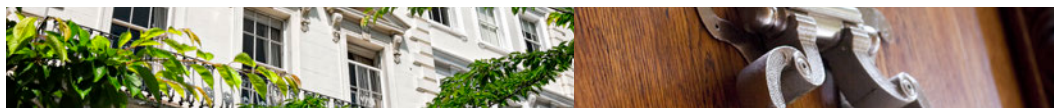




LUXURY PROPERTY

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 through our property preview section.





HOMES & INTERIORS

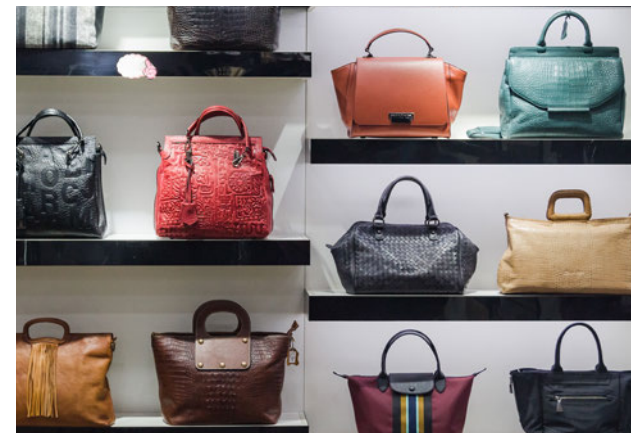
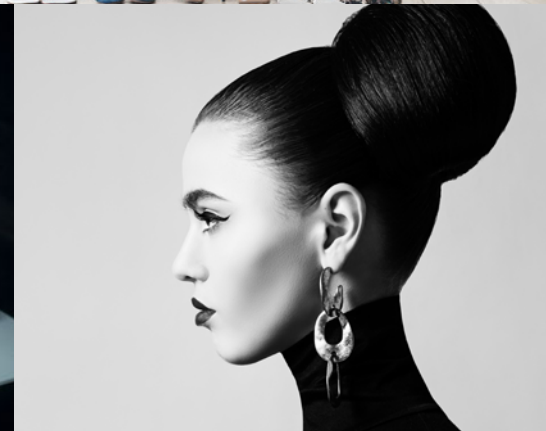
STEP INSIDE OUR STUNNING HOMES AND INTERIORS AND DISCOVER THE ULTIMATE IN INTERIOR DESIGN

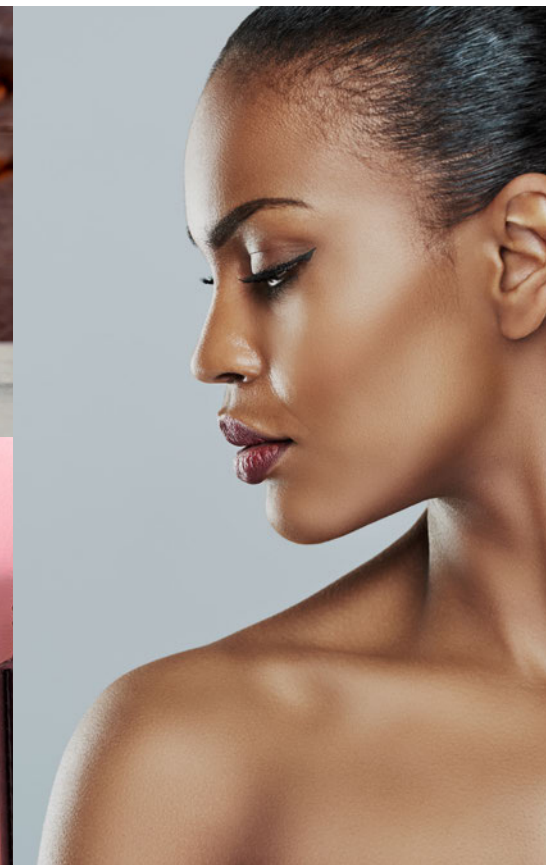
Dorset Living is the definitive word on sumptuous homes and interiors. In our through-the-keyhole features we take a look inside the most magnificent homes from our region, guaranteeing advertisers that your sales message reaches your desired audience in a stylish and engaging way.

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 2021

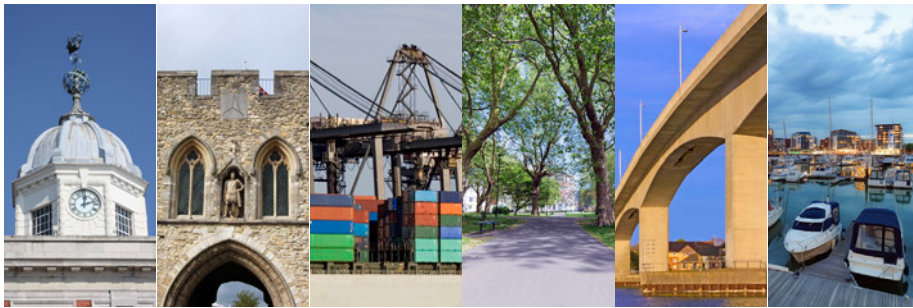
Commercial content is a great way to showcase your businesses in Dorset Living magazine. All our commercial content is based on a template which complements the style of our magazine and follows our ethos of excellent design, and quality editorial images.

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
FRESH START This edition is based around fresh starts, new habits, out with the old and in with the new. All shared content will focus around this theme, so the colour of the year, great new beauty and fitness treatments, food trends, vacation trends etc.	ROMANCE This edition will be full of amore – weddings, chocolate, fine Champagne, romantic breaks and décor to change the mood – it's all about love	S/S FASHION SHOWCASE We will talk about the hottest trends for your SS21 wardrobe, from beauty to treatments to shoes and bags - if it's been on a runway, or if it's loved by celebs, you'll find it in our A-Z.	THE INFLUENCER From interiors to fashion, beauty to travel and food, we highlight all the trends for the season ahead.	INTERIORS Discover the latest in homes and interiors trends, with everything from statement tiles to the most fabulous kid's bedroom ideas, after all home is where the heart is.	OUTSIDE LIVING As the weather heats up, we can't wait to get outside! We have loads of inspiration for all fresco decor, from sun loungers with comfy cushions, to pots and planters which help create a vibrant green space.
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
INDEPENDENT'S DAY The theme for this edition will be supporting smaller, independent businesses – we will cover them in the shared content and you should cover them locally also	LET'S FLY AWAY Jetting off, we uncover the holiday home décor to die for, cuisine from around the globe and holiday trends at their best. We'll also look at some of the trendiest places to visit this year and next.	FAMILY Family is comes first, and in this edition we take a deeper look at education, family business and play room décor	TRENDS From interiors to fashion, beauty to food, we highlight all the trends for the season ahead	SUSTAINABILITY As COP 26 hits the UK this month, we take a look at sustainability and all the options, advances and ideas around to incorporate all this sustainability into your world in every aspect from your home to your wardrobe	FESTIVE 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 18,000 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 to Waitrose and Bournemouth Airport. 6,500 copies are delivered door to door in key affluent postcode areas.

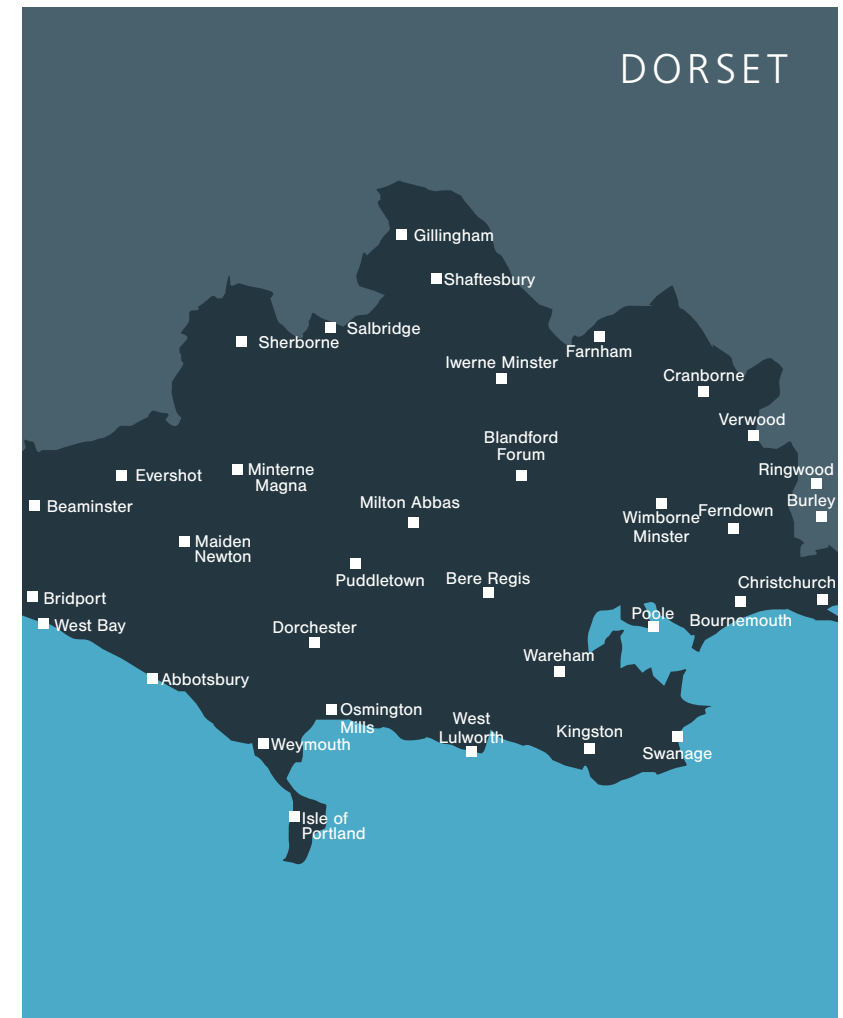
READERSHIP 54,000

DISTRIBUTION 18,000

We distribute 18,000 copies, 6,500 delivered door to door in Dorset across selected ABC1 homes in the area.

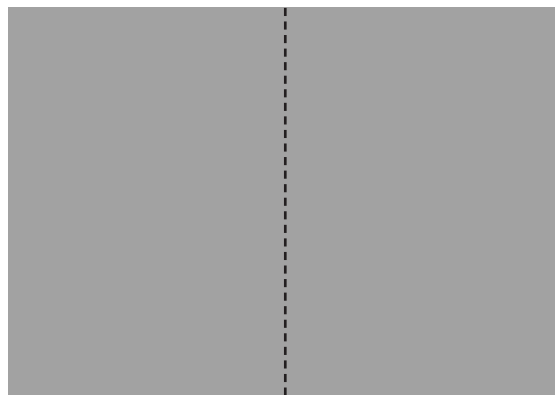
Copies available for free pick up at John Lewis, Castlepoint, property agents, private hospitals, dentists, doctors surgeries, hairdressers, beauty salons, golf clubs and solicitors, to name but a few.

SOURCE: Publisher's Statement based on 3 RPC



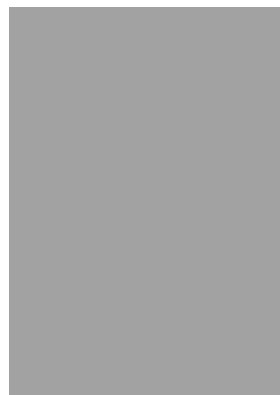
PRINT AD SPECIFICATIONS

MEASUREMENTS ARE WIDTH X HEIGHT IN MILLIMETRES



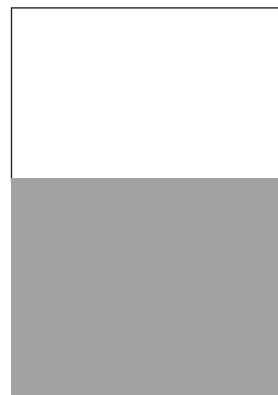
DPS WITH BLEED

303mm Height
x 426mm Width



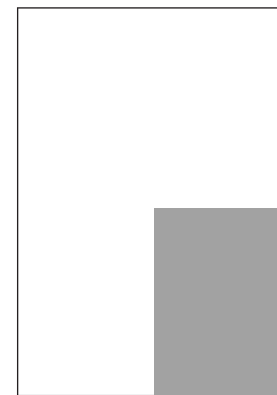
FULL PAGE
WITH BLEED

303mm Height
x 216mm Width



HALF PAGE
LANDSCAPE

131mm Height
x 180mm Width



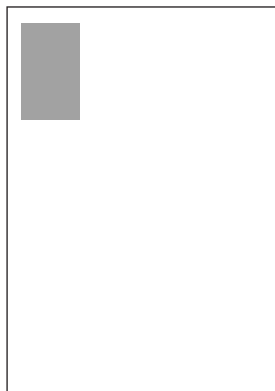
QUARTER PAGE

131mm Height
x 88mm Width

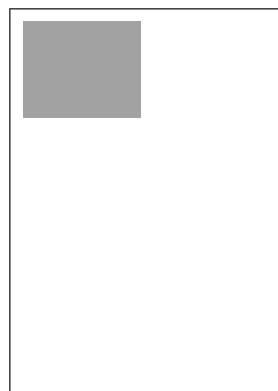
LIVING DIRECTORY PAGES



EXAMPLE



SIZE A
63mm Height x 42mm Width



SIZE B
63mm Height x 88mm Width

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	POSITION	DIGITAL PRODUCT	Adhoc	Print rate			
				20%	30%	40%	50%
				2-3ins	4-7ins	8-11ins	12+
Quarter Page 2 Col	ROP	3k multi format magazine creative	£173.00 + VAT	£138.40 + VAT	£121.10 + VAT	£103.80 + VAT	£86.50 + VAT
Half Page Landscape	ROP	5k multi format magazine creative	£305.00 + VAT	£244.00 + VAT	£213.50 + VAT	£183.00 + VAT	£152.50 + VAT
Half Page Portrait 2 Col	ROP	5k multi format magazine creative	£305.00 + VAT	£244.00 + VAT	£213.50 + VAT	£183.00 + VAT	£152.50 + VAT
Full Page Bleed	ROP	8k multi format Mag creative +12k FB	£588.00 + VAT	£482.40 + VAT	£429.60 + VAT	£376.80 + VAT	£324.00 + VAT
Full Page Bleed	Inside Front	9k multi format Mag creative +12k FB	£629.00 + VAT	£515.20 + VAT	£458.30 + VAT	£401.40 + VAT	£344.50 + VAT
Full Page Bleed	Inside Back	9k multi format Mag creative +16k FB	£674.00 + VAT	£555.20 + VAT	£495.80 + VAT	£436.40 + VAT	£377.00 + VAT
Full Page Bleed	Back Page Solus	9k multi format Mag creative +16k FB	£740.00 + VAT	£608.00 + VAT	£542.00 + VAT	£476.00 + VAT	£410.00 + VAT
Full Page Bleed	Contents	9k multi format Mag creative +16k FB	£690.00 + VAT	£568.00 + VAT	£507.00 + VAT	£446.00 + VAT	£385.00 + VAT
Full Page Bleed	Welcome	9k multi format Mag creative +16k FB	£690.00 + VAT	£568.00 + VAT	£507.00 + VAT	£446.00 + VAT	£385.00 + VAT
DPS Bleed	Inside Front	18k multi format Mag creative +32k FB	£1348.00 + VAT	£1110.40 + VAT	£991.60 + VAT	£872.80 + VAT	£754.00 + VAT
DPS Bleed	ROP	17k multi format Mag creative +28k FB	£1212.00 + VAT	£997.60 + VAT	£890.40 + VAT	£783.20 + VAT	£676.00 + 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

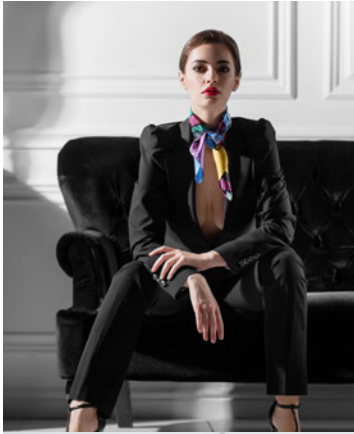
Targeting for your digital creative will be based on the typical Living demographic reader'

DEADLINES

COVER DATE	BOOKING DEADLINE	COMPLETE ARTWORK	PUBLISHING DATE
Feb-21	12/01/2021	14/01/2021	27/01/2021
Mar-21	09/02/2021	11/02/2021	24/02/2021
Apr-21	16/03/2021	18/03/2021	31/03/2021
May-21	13/04/2021	15/04/2021	28/04/2021
Jun-21	11/05/2021	13/05/2021	26/05/2021
Jul-21	15/06/2021	17/06/2021	30/06/2021
Aug-21	13/07/2021	15/07/2021	28/07/2021
Sep-21	10/08/2021	12/08/2021	25/08/2021
Oct-21	14/09/2021	16/09/2021	29/09/2021
Nov-21	12/10/2021	14/10/2021	27/10/2021
Dec-21	09/11/2021	11/11/2021	24/11/2021
Jan-22	10/12/2021	14/12/2021	29/12/2021

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





LIVING DORSET

Nikki Enock
(Special Publications Manager)

E: nikki.enock@localiq.co.uk



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