



# ESSEX Living

MEDIA PACK 2021

Life · Style · Living

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





# OUR VISION

AN INSPIRATIONAL AND STYLISH  
CELEBRATION OF ESSEX 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

Essex 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

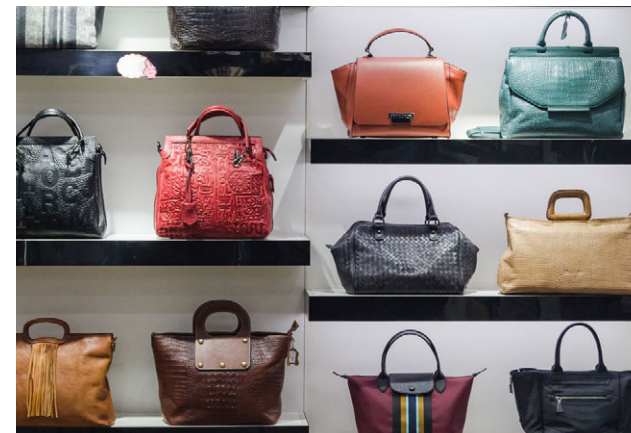
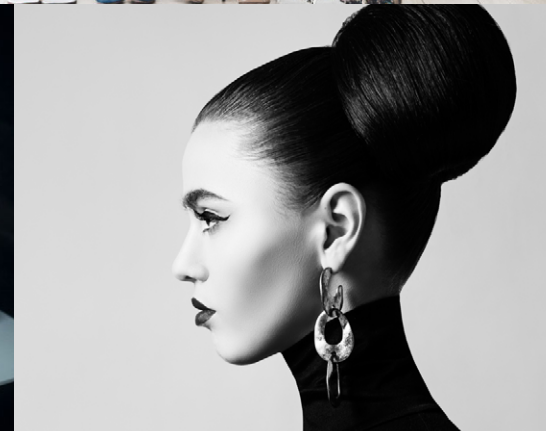
Essex Living is the definitive word on sumptuous homes and interiors. In our through-the-keyhole features we take a look inside the most magnificent homes from our region, guaranteeing advertisers that your sales message reaches your desired audience in a stylish and engaging way.



# 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 Essex 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>WEDDING SPECIAL</b> Packed with inspirational ideas and tips, and local suppliers, we showcase the region's venues and wedding businesses.	<b>MOTHER'S DAY/ EASTER</b> Celebrating all the best bits of the start of spring – and of course our county's most inspirational mums. This issue is as uplifting as it is beautiful.	<b>HEALTH &amp; WELLBEING</b> With the days getting longer and warmer, our thoughts can't help but turn towards summer. Expect wellbeing boosting tips, health features, advice from the region's experts and food that does good as well as tasting fab.	<b>INTERIOR DESIGN</b> "An interior is the natural projection of the soul" – Coco Chanel. From interior designers and stylists' top tips to garden transformations and a look through the keyhole at some of the county's most exclusive properties... if you love your home, you'll really love this.	<b>FASHION</b> When it comes to chic, we've got you covered. Here we showcase the county's top designers, boutiques, trends and styles.
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>OUTDOOR LIVING &amp; ALFRESCO DINING</b> 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.	<b>SUMMERTIME</b> A guide to activities, events, and the best places to visit. Plus, all things family, food and drink.	<b>EDUCATION</b> Our comprehensive guide to Essex's independent schools. Helping parents, grandparents and all involved make the right choice of education for their children.	<b>INTERIORS</b> "The best rooms have something to say about the people who live in them" – David Hicks. Here we take a look at the season's interior trends, look ahead to home style predictions for 2022 and take a look through the keyhole at some of the county's most exclusive properties.	<b>CHRISTMAS</b> Expect a total celebration of everything Christmas. Festive decorations, ideas for entertaining, seasonal food and drink plus Living's ultimate luxury Christmas gift guide.	<b>HEALTH SPECIAL</b> Start the New Year in the healthiest fashion possible with our double edition.



# AUDIENCE & DISTRIBUTION

READERSHIP 36,000

DISTRIBUTION 12,000

Essex Living is a complimentary magazine ensuring a HIGHLY TARGETED distribution and readership through an ever-expanding footprint and brand profile. Successfully distributed through specialist HAND PICKED outlets, art galleries and museums, and RETAILERS, as well as high street outlets and supermarkets.

We have a unique, unrivalled, highly selective distribution network, delivering 12,000 monthly copies into a clearly defined marketplace through hand-picked outlets. Our distribution strategy is uncomplicated and highly effective as all magazines are complimentary. We merchandise in high-footfall outlets to the right marketplace.



Available at premium outlets across Colchester, Chelmsford, Ipswich, Maldon, Braintree, Tendring, Southend, Leigh on Sea, Thorpe Bay, Billericay, Brentwood, Maldon and Ipswich

\*SOURCE: Publisher's Statement February 2019



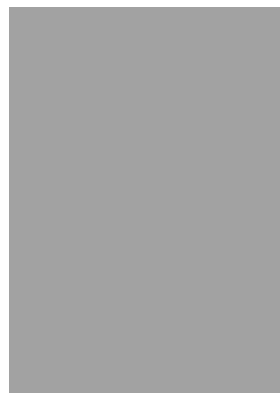


# PRINT AD SPECIFICATIONS

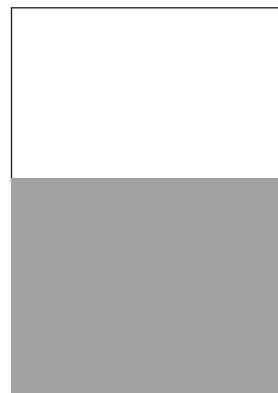
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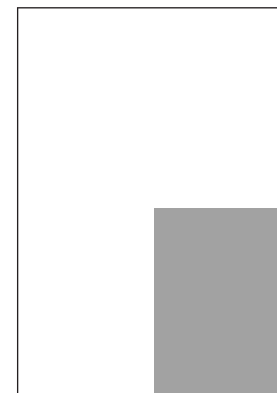
**DPS WITH BLEED**  
303mm Height  
x 426mm Width



**FULL PAGE WITH BLEED**  
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x 216mm Width

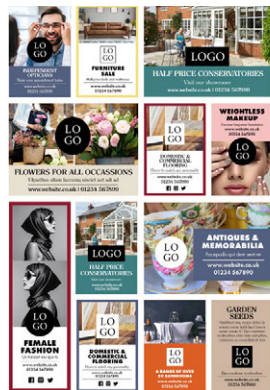


**HALF PAGE LANDSCAPE**  
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x 180mm Width

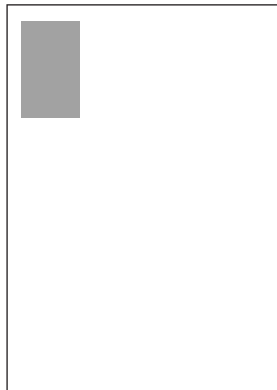


**QUARTER PAGE**  
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x 88mm Width

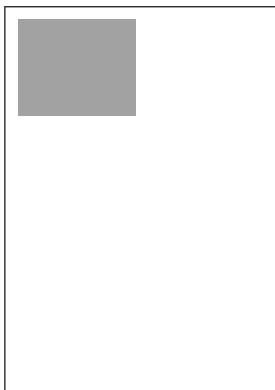
## LIVING DIRECTORY PAGES



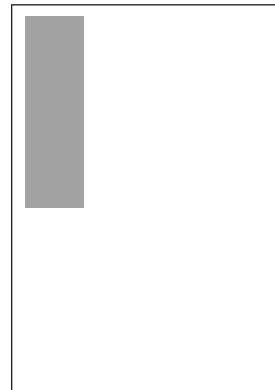
**EXAMPLE**



**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	POSITION	DIGITAL PRODUCT	Adhoc	Impact pricing rate		
				20%	30%	40%
				2-3ins	4-7ins	8-11ins
Quarter Page 2 Col	ROP	3k multi format magazine creative	£193.00 + VAT	£154.40 + VAT	£135.10 + VAT	£115.80 + VAT
Half Page Landscape	ROP	4k multi format magazine creative	£264.00 + VAT	£211.20 + VAT	£184.80 + VAT	£158.40 + VAT
Half Page Portrait 2 Col	ROP	4k multi format magazine creative	£264.00 + VAT	£211.20 + VAT	£184.80 + VAT	£158.40 + VAT
Full Page Bleed	ROP	7k multi format Mag creative +12k FB	£517.00 + VAT	£425.60 + VAT	£379.90 + VAT	£334.20 + VAT
Full Page Bleed	Inside Front	11k multi format Mag creative +16k FB	£806.00 + VAT	£660.80 + VAT	£588.20 + VAT	£515.60 + VAT
Full Page Bleed	Inside Back	11k multi format Mag creative +16k FB	£806.00 + VAT	£660.80 + VAT	£588.20 + VAT	£515.60 + VAT
Full Page Bleed	Back Page Solus	13k multi format Mag creative +20k FB	£968.00 + VAT	£794.40 + VAT	£707.60 + VAT	£620.80 + VAT
Full Page Bleed	Contents	10k multi format Mag creative +16k FB	£740.00 + VAT	£608.00 + VAT	£542.00 + VAT	£476.00 + VAT
Full Page Bleed	Welcome	10k multi format Mag creative +16k FB	£740.00 + VAT	£608.00 + VAT	£542.00 + VAT	£476.00 + VAT
DPS Bleed	Insdie Front	17k multi format Mag creative +28k FB	£1292.00 + VAT	£1061.60 + VAT	£946.40 + VAT	£831.20 + VAT
DPS Bleed	ROP	14k multi format Mag creative +24k FB	£1044.00 + VAT	£859.20 + VAT	£766.80 + VAT	£674.40 + VAT

\*ROP : Right Hand Positions - 20% surcharge

\*Delivered as Double Height MPU's and High Impact Mobile, with impressions for the online display solutions reaching a predefined audience suited to the business type'.

'\*Facebook Impression Goal is estimated and may vary by campaign and targeting used'

Online display solutions will run across the following websites; [www.echo-news.co.uk](http://www.echo-news.co.uk), [www.southendstandard.co.uk](http://www.southendstandard.co.uk), [www.basildonstandard.co.uk](http://www.basildonstandard.co.uk), [www.thurrockgazette.co.uk](http://www.thurrockgazette.co.uk), [www.gazette-news.co.uk](http://www.gazette-news.co.uk), [www.chelmsfordweeklynews.co.uk](http://www.chelmsfordweeklynews.co.uk), [www.harwichandmanningtreestandard.co.uk](http://www.harwichandmanningtreestandard.co.uk), [www.clactonandfrintongazette.co.uk](http://www.clactonandfrintongazette.co.uk), [www.braintreeandwithamtimes.co.uk](http://www.braintreeandwithamtimes.co.uk), [www.halsteadgazette.co.uk](http://www.halsteadgazette.co.uk)



# DEADLINES

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

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





# ESSEX Living

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