

Living

HAMPSHIRE

MEDIA PACK 2020

Life · Style · Living

www.living-magazines.co.uk



OUR VISION

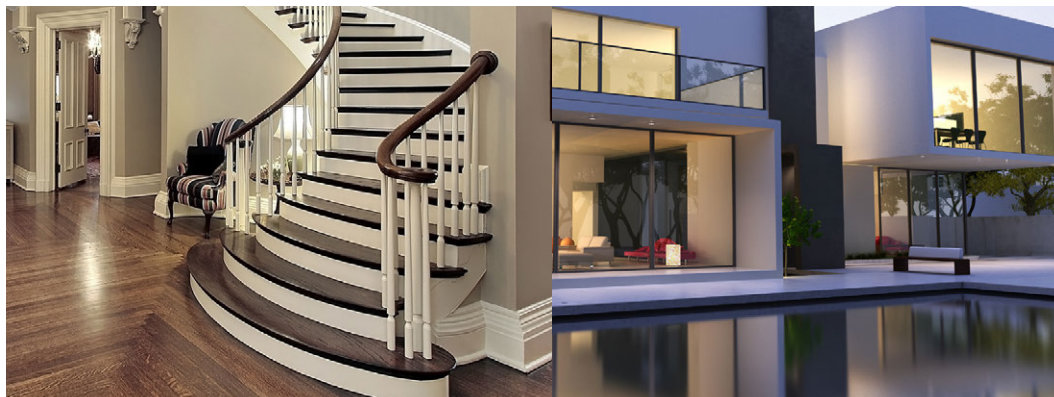
AN INSPIRATIONAL AND STYLISH
CELEBRATION OF HAMPSHIRE LIVING -
EVERY MONTH

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

Hampshire 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

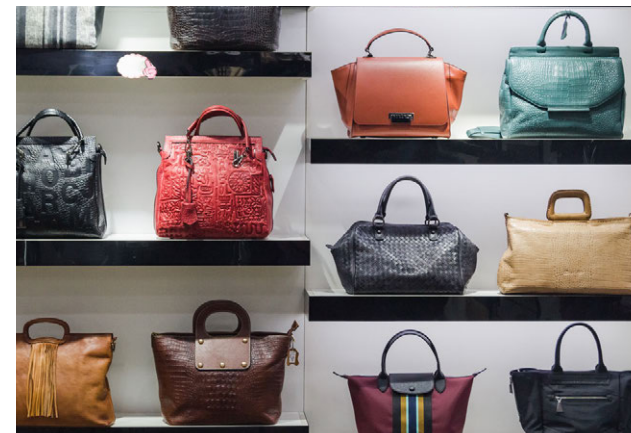
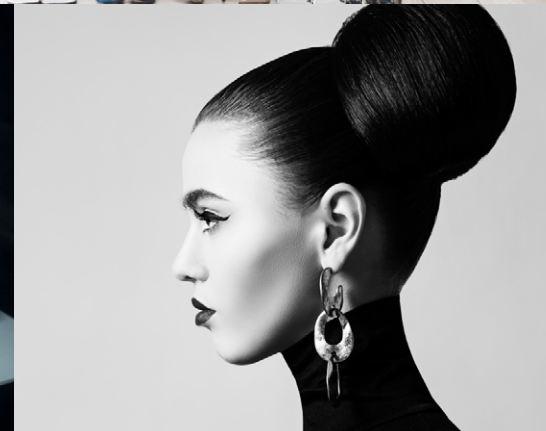
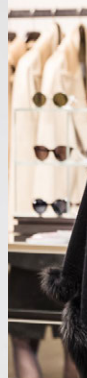
STEP INSIDE OUR STUNNING HOMES AND INTERIORS AND DISCOVER THE ULTIMATE IN INTERIOR DESIGN

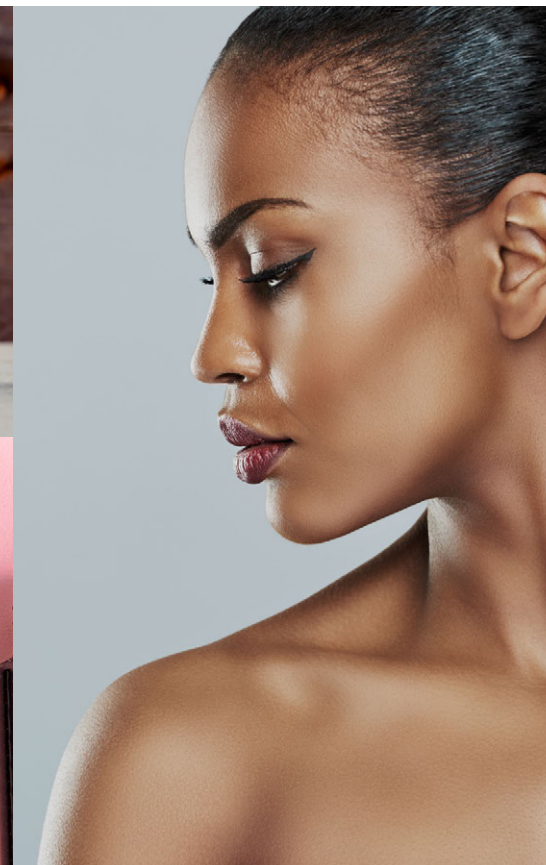
Hampshire Living is the definitive word on sumptuous homes and interiors. In our through-the-keyhole features we take a look inside the most magnificent homes from our region, guaranteeing advertisers that your sales message reaches your desired audience in a stylish and engaging way.

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.



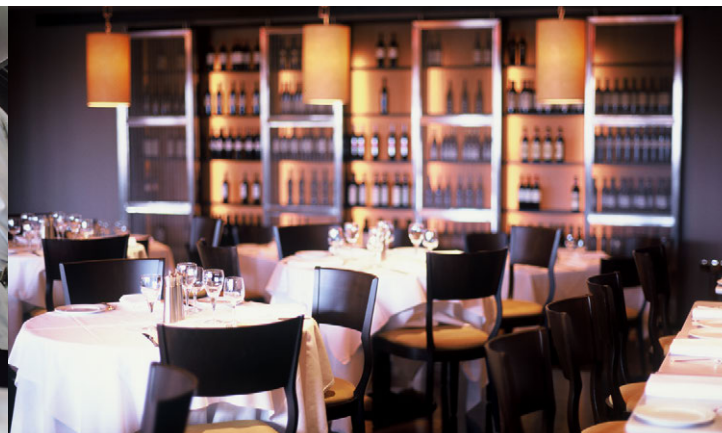


BEAUTY & WELLNESS

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 2020

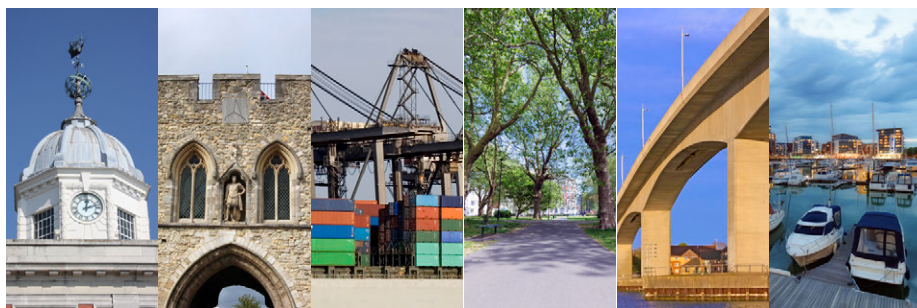
Commercial content is a great way to showcase your businesses in Hampshire Living magazine. All our commercial content is based on a template which complements the style of our magazine and follows our ethos of excellent design, and quality editorial images.

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. WEDDINGS Packed with inspirational ideas and tips, real weddings and local suppliers we showcase the region's venues and wedding business.	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.	FOOD & DRINK Meat 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.	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.	MAKE A SPLASH The very latest in bathroom designs and accessories we take the plunge with our dedicated bathroom section.	FOOD & DRINK Meat 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.
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
GALLERY GUIDE The Gallery Guide showcases the leading galleries from around the region who specialize in the very best paintings, drawings, sculpture and decorative art, including special events and exhibitions.	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.	FOOD & DRINK Meat and greet some of the region's best restaurants, cafes, delis and food producers. ON REFLECTION Living's Ultimate Spa Guide featuring health advice tips, trends and the latest products.	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.	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	CHRISTMAS 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, unrivaled, highly selective distribution network, delivering 16,000 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.

READERSHIP 48,000

CIRCULATION 16,000

We distribute 16,000 copies throughout Hampshire with selected door to door delivery across the following postcodes: BH23, BH24, BH25, SO18, SO20, SO21, SO22, SO23, SO24, SO30, SO31, SO32, SO40, SO41, SO42, SO43, SO45, SO50, SO51, SO52, SO53, SP6

We circulate across affluent towns and villages in Hampshire including Romsey, Lymington, Eastleigh, Chandler's Ford, Winchester, Hedge End, Botley and Southampton.

You can collect your complimentary copy in many high end outlets across the region including; Alresford Golf Club - Botley Park Hotel - Guy Kremer, Winchester salon - Hamble Yacht Club - Hedge End Shopping Centre - John Lewis - Lainston House - Leonardo Royal Hotel Southampton Grand Harbour - Lime Wood Hotel - Norton Park - Rhinefield House Hotel.



PRINT AD SPECIFICATIONS

MEASUREMENTS ARE WIDTH X HEIGHT IN MILLIMETRES



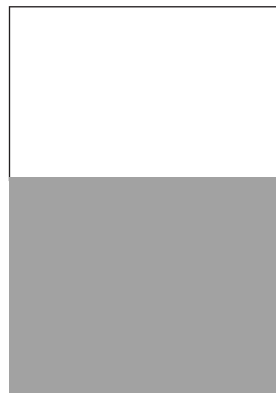
DPS WITH BLEED

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x 426mm Width



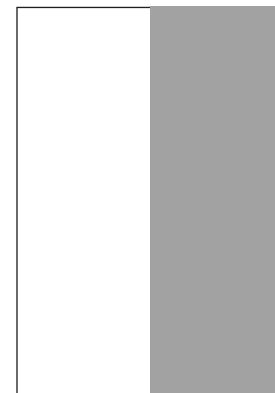
FULL PAGE
WITH BLEED

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x 216mm Width



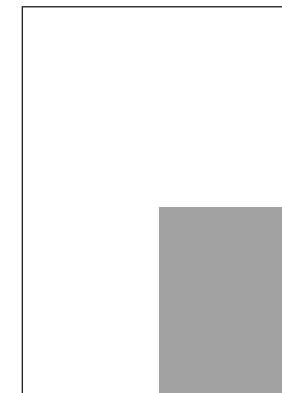
HALF PAGE
LANDSCAPE

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

Quarter Page	£175 + VAT
Half Page	£295 + VAT
Full page	£525 + VAT
Back Cover	£600 + VAT

Special rates for multiple bookings

3 months	7.5% Discount
6 months	17.5% Discount
12 months	30% Discount



DEADLINES

COVER DATE	BOOKING DEADLINE	COMPLETE ARTWORK	PUBLISHING DATE
Jan-20	06/12/2019	10/12/2019	23/12/2019
Feb-20	10/01/2020	14/01/2020	21/01/2020
Mar-20	07/02/2020	11/02/2020	18/02/2020
Apr-20	06/03/2020	10/03/2020	21/03/2020
May-20	08/04/2020	14/04/2020	15/04/2020
Jun-20	07/05/2020	12/05/2020	20/05/2020
Jul-20	05/06/2020	09/06/2020	17/06/2020
Aug-20	10/06/2020	14/07/2020	15/07/2020
Sep-20	07/08/2020	11/08/2020	19/08/2020
Oct-20	04/09/2020	08/09/2020	16/09/2020
Nov-20	09/10/2020	13/10/2020	21/10/2020
Dec-20	06/11/2020	10/11/2020	18/11/2020
Jan-21	04/12/2020	08/12/2020	16/12/2020

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





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HAMPSHIRE

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