



# LIVING

HERTFORDSHIRE

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 HERTFORDSHIRE  
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

Hertfordshire 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

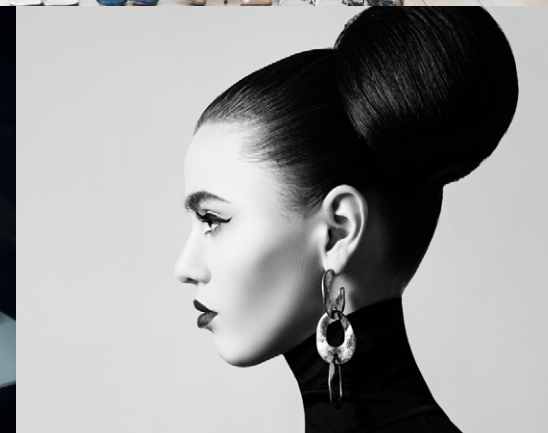
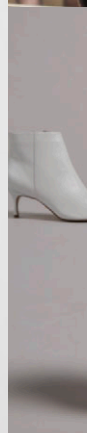
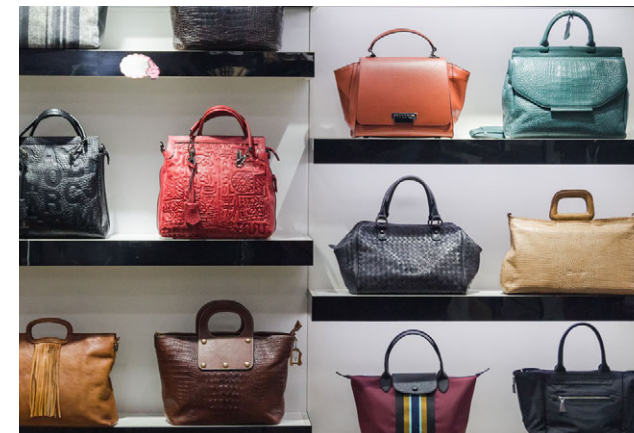
Hertfordshire Living is the definitive word on sumptuous homes and interiors. In our through-the-keyhole features we take a look inside the most magnificent homes from our region, guaranteeing advertisers that your sales message reaches your desired audience in a stylish and engaging way.



# 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.







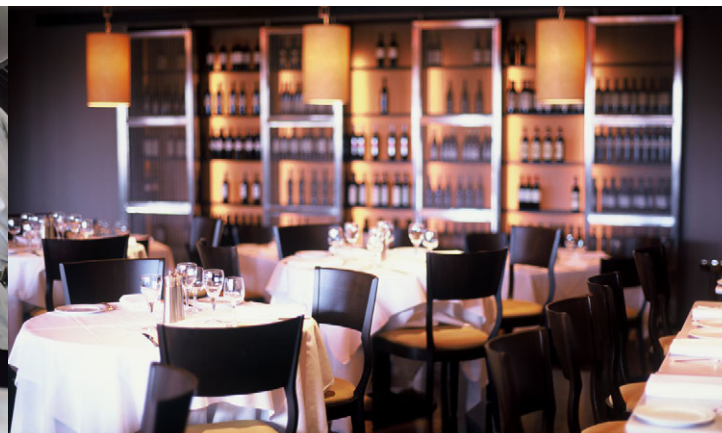
# BEAUTY & WELLNESS

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 specialty 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 Hertfordshire 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.  <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>OUTSIDE LIVING</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>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>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>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>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>EDUCATION</b> A comprehensive guide to schools in the region. Helping parents, grandparents and all involved make the right choice of education for their children.	<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>A-Z OF CHRISTMAS</b> 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	<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 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

Distribution areas and local pick up points:

St Albans | Harpenden | Redbourn | Wheathampstead | Berkhamsted | Tring Hatfield | Sarratt  
 Chorleywood Radlett | Kings Langley | Rickmansworth | Bushey | Marriott Hanbury Ware | Sopwell  
 House | Harpenden Swimming Pool | Sainsburys Harpenden | Fitness First St Albans | Batchwood Golf  
 Course | Champneys St Albans | Alban Arena | Sainsburys St Albans | White Hart Hotel | Tring Tourist  
 Information | Fitness Society Berkhamsted | Zero Berkhamsted | Old Coach House Hatfield  
 Hatfield House tennis club | Prime Steak Chandlers Cross | Hitchin | Ware | Hertford | Totteridge &  
 Whetstone | Arkley | Hadley Wood





# PRINT AD SPECIFICATIONS

MEASUREMENTS ARE WIDTH X HEIGHT IN MILLIMETRES



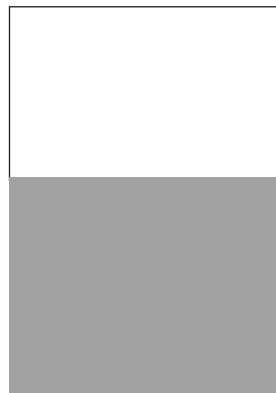
**DPS WITH BLEED**

303mm Height  
x 426mm Width



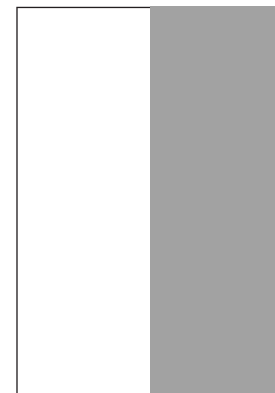
**FULL PAGE  
WITH BLEED**

303mm Height  
x 216mm Width



**HALF PAGE  
LANDSCAPE**

131mm Height  
x 180mm Width



**HALF PAGE  
PORTRAIT**

266mm Height  
x 88mm Width



**QUARTER PAGE**

131mm 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

### 1 INSERT PRINT & TARGETED DIGITAL

Quarter Page	£230 + VAT n/a
Half Page	£240 + VAT (Inc 10,000 targeted Pl's)
Full page	£400 + VAT (Inc 10,000 targeted Pl's)
Double Page Spread	£1000 + VAT (Inc 20,000 targeted Pl's)

### 3 INSERTS PRINT & TARGETED DIGITAL

Quarter Page	£115 + VAT n/a
Half Page	£210 + VAT (Inc 10,000 targeted Pl's)
Full page	£350 + VAT (Inc 10,000 targeted Pl's)
Double Page Spread	£850 + VAT (Inc 20,000 targeted Pl's)

### 6 INSERTS PRINT & TARGETED DIGITAL

Quarter Page	£105 + VAT n/a
Half Page	£195 + VAT (Inc 10,000 targeted Pl's)
Full page	£325 + VAT (Inc 10,000 targeted Pl's)
Double Page Spread	£700 + VAT (Inc 20,000 targeted Pl's)

### 12 INSERTS PRINT & TARGETED DIGITAL

Quarter Page	£95 + VAT n/a
Half Page	£180 + VAT (Inc 10,000 targeted Pl's)
Full page	£300 + VAT (Inc 10,000 targeted Pl's)
Double Page Spread	£600 + VAT (Inc 20,000 targeted Pl's)

## Premium ad space

### 1-2 INSERTS PRINT & TARGETED DIGITAL

Inside Front Cover	£680 + VAT (Inc 20,000 targeted Pl's)
Inside FC Double Page Spread	£956 + VAT (Inc 20,000 targeted Pl's)
Full page	£680 + VAT (Inc 20,000 targeted Pl's)
Double Page Spread	£920 + VAT (Inc 20,000 targeted Pl's)

### 3-5 INSERTS PRINT & TARGETED DIGITAL

Inside Front Cover	£544 + VAT (Inc 20,000 targeted Pl's)
Inside FC Double Page Spread	£765 + VAT (Inc 20,000 targeted Pl's)
Full page	£544 + VAT (Inc 20,000 targeted Pl's)
Double Page Spread	£736 + VAT (Inc 20,000 targeted Pl's)

### 6-9 INSERTS PRINT & TARGETED DIGITAL

Inside Front Cover	£476 + VAT (Inc 20,000 targeted Pl's)
Inside FC Double Page Spread	£669 + VAT (Inc 20,000 targeted Pl's)
Full page	£835 + VAT (Inc 20,000 targeted Pl's)
Double Page Spread	£835 + VAT (Inc 20,000 targeted Pl's)

### 10-12 INSERTS PRINT & TARGETED DIGITAL

Inside Front Cover	£408 + VAT (Inc 20,000 targeted Pl's)
Inside FC Double Page Spread	£574 + VAT (Inc 20,000 targeted Pl's)
Full page	£408 + VAT (Inc 20,000 targeted Pl's)
Double Page Spread	£552 + VAT (Inc 20,000 targeted Pl's)

\*DPS- Premium Audience Solution, Full page- Standard Audience Solution, Half page- 8000 impressions (over 2weeks)  
Quarter page- 4000 impressions (1 week), Town/Restaurant Feature - 1/8 Page – Business directory



# DEADLINES

COVER DATE	BOOKING DEADLINE	COMPLETE ARTWORK	PUBLISHING DATE
Feb-20	16/01/2020	20/01/2020	31/01/2020
Mar-20	13/02/2020	17/02/2020	28/02/2020
Apr-20	12/03/2020	16/03/2020	27/03/2020
May-20	07/04/2020	09/04/2020	24/04/2020
Jun-20	13/05/2020	15/05/2020	29/05/2020
Jul-20	11/06/2020	15/06/2020	26/06/2020
Aug-20	16/07/2020	20/07/2020	31/07/2020
Sep-20	13/08/2020	17/08/2020	28/08/2020
Oct-20	10/09/2020	14/09/2020	25/09/2020
Nov-20	15/10/2020	19/10/2020	30/10/2020
Dec-20	12/11/2020	16/11/2020	27/11/2020

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







# Living HERTFORDSHIRE

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@hertslivingmag

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