



ISLE OF WIGHT

Living

MEDIA PACK 2020

Life · Style · Living

www.living-magazines.co.uk





OUR VISION

AN INSPIRATIONAL AND STYLISH
CELEBRATION OF ISLE OF WIGHT LIVING -
BI-MONTHLY

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 edition 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.

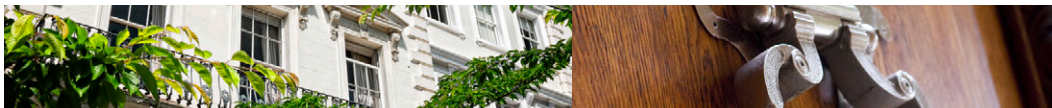




LUXURY PROPERTY

SHOWCASING THE FINEST HOMES
ON THE MARKET FROM AROUND
THE REGION

Isle of Wight 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**

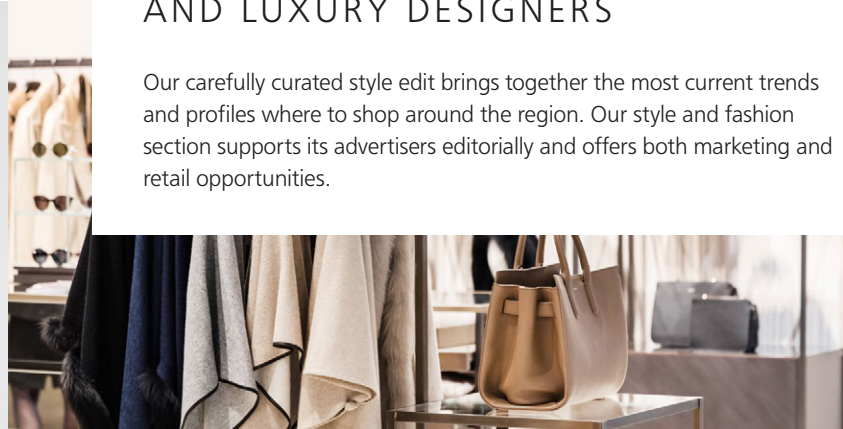
STEP INSIDE OUR STUNNING HOMES
AND INTERIORS AND DISCOVER
THE ULTIMATE IN INTERIOR DESIGN


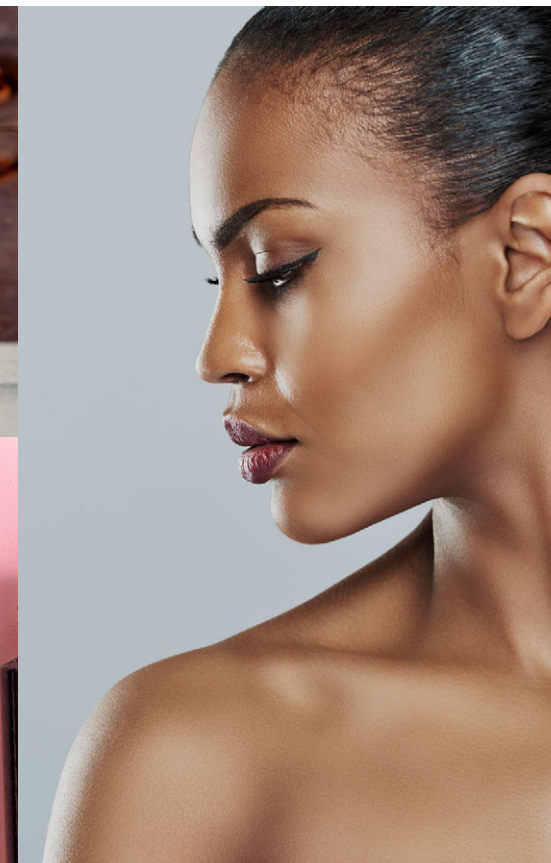
Isle of Wight Living is the definitive word on sumptuous homes and interiors. In our through-the-keyhole features we take a look inside the most magnificent homes from our region, guaranteeing advertisers that your sales message reaches your desired audience in a stylish and engaging way.

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.



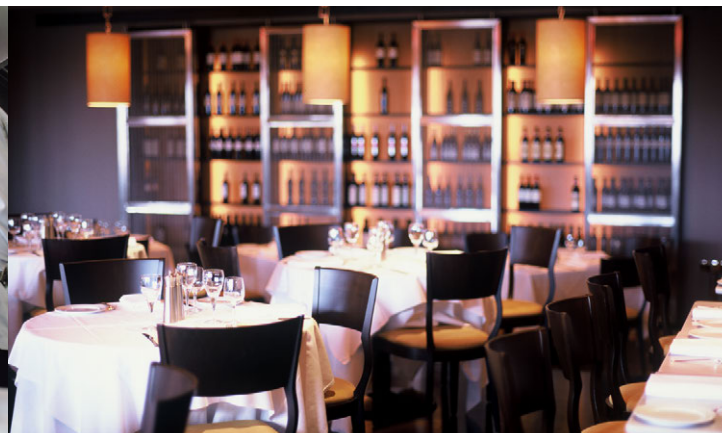


BEAUTY & WELLNESS

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 Isle of Wight 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	MARCH	MAY	JULY	SEPTEMBER	NOVEMBER
<p>ON REFLECTION</p> <p>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.</p>	<p>MAKE A SPLASH</p> <p>The very latest in bathroom designs and accessories we take the plunge with our dedicated bathroom section.</p> <p>LOVE YOUR KITCHEN</p> <p>From traditional to contemporary we have all the kitchen planning inspiration you need.</p>	<p>TRAVEL</p> <p>Everyone loves to get away, whether it's a stay in a cosy countryside cottage, a wellness break, a cruise, a deserted tropical beach or an epic worldwide trip. Let us help you plan your next break, as we highlight the most interesting travel ideas.</p>	<p>COWES WEEK</p> <p>One of the most prestigious sailing regattas in the world, Cowes Week draws thousands of visitors, from weekend sailors to Olympic stars, royalty and celebrities. We highlight key summer events, what to wear and the best places to stay, dine and celebrate with champagne.</p>	<p>WEDDINGS</p> <p>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.</p>	<p>A-Z OF CHRISTMAS</p> <p>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</p>

AUDIENCE & DISTRIBUTION



We have a unique, unrivalled, highly selective distribution network, delivering 9,000 copies bi-monthly 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 as all magazines are complimentary. We merchandise in high-footfall outlets to the right marketplace.

READERSHIP 27,000

CIRCULATION 9,000

We deliver 2000 copies door to door across the PO30 AND PO34 postcodes using DLM to ensure that the following areas receive their complimentary copy right to their front door.

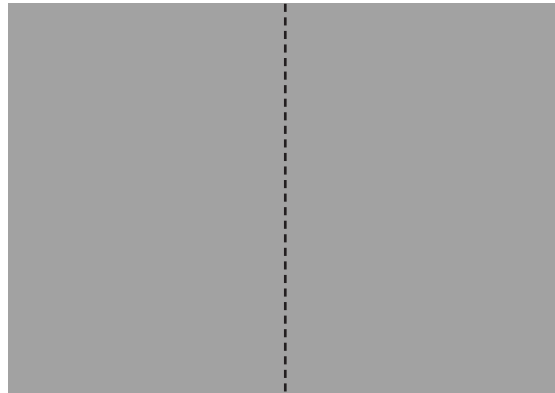
We distribute 7000 copies to treasured outlets across the Island including the below:

Ferry terminals inc | Southampton, Portsmouth & Lymington, Cowes, Ryde, Yarmouth and Fishbourne | Yacht clubs , Island Sailing Club, Royal Solent Yacht Club | Newport and Cowes Marks and Spencers | Restaurants | Spas | Golf clubs | Cafes | Hotels | Selected Retail outlets



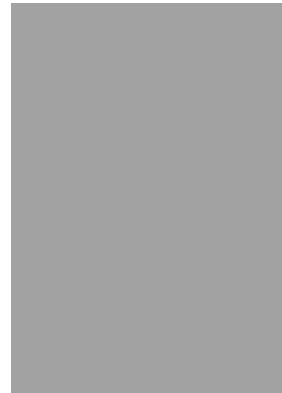
PRINT AD SPECIFICATIONS

MEASUREMENTS ARE WIDTH X HEIGHT IN MILLIMETRES



DPS WITH BLEED

303mm Height
x 426mm Width



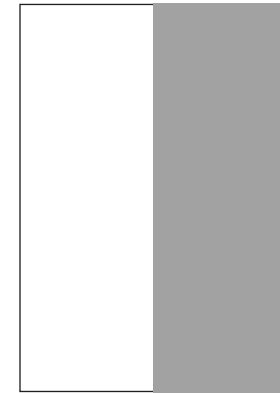
FULL PAGE
WITH BLEED

303mm Height
x 216mm Width



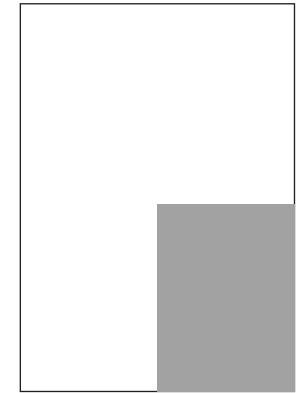
HALF PAGE
LANDSCAPE

131mm Height
x 180mm Width



HALF PAGE
PORTRAIT

266mm Height
x 88mm Width



QUARTER PAGE

131mm Height
x 88mm Width



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	£131 + VAT
Half Page	£252 + VAT
Full page	£525 + VAT
Double Page Spread	£735 + VAT

2-3 INSERTS PRINT

Quarter Page	£111 + VAT
Half Page	£214 + VAT
Full page	£446 + VAT
Double Page Spread	£625 + VAT

4-6 INSERTS PRINT

Quarter Page	£98 + VAT
Half Page	£189 + VAT
Full page	£394 + VAT
Double Page Spread	£551 + VAT

Premium ad space

1 INSERT PRINT

Inside Front Cover	£578 + VAT
Inside FC Double Page Spread	£809 + VAT
Inside Back Cover	£578 + VAT
Back Cover	£600+ VAT

2-3 INSERTS PRINT

Inside Front Cover	£491 + VAT
Inside FC Double Page Spread	£688 + VAT
Inside Back Cover	£491 + VAT
Back Cover	£510 + VAT

4-6 INSERTS PRINT

Inside Front Cover	£434 + VAT
Inside FC Double Page Spread	£607 + VAT
Inside Back Cover	£434 + VAT
Back Cover	£450 + VAT

DEADLINES

COVER DATE	BOOKING DEADLINE	COMPLETE ARTWORK	PUBLISHING DATE
Feb/Mar	16/01/2020	20/01/2020	31/01/2020
Apr/May	16/03/2020	18/03/2020	31/03/2020
Jun/Jul	14/05/2020	18/05/2020	29/05/2020
Aug/Sep	16/07/2020	20/07/2020	31/07/2020
Oct/Nov	15/09/2020	17/09/2020	30/09/2020
Dec/Jan	13/11/2020	17/11/2020	30/11/2020

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





ISLE OF WIGHT

Living

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