



LANCASTER
& MORECAMBE

Living

MEDIA PACK 2020

Life · Style · Living

www.living-magazines.co.uk



OUR VISION

AN INSPIRATIONAL AND STYLISH CELEBRATION OF LANCASTER & MORECAMBE LIVING - EVERY MONTH

Welcome to the Lancaster and Morecambe Living media pack where you will discover how to make your advertising work as hard as possible for you.

Due to the success of the Living brand in the Lake District, we are delighted to bring you the latest edition - Lancaster & Morecambe Living which launches in September 2019. The magazine will focus on our fantastic region, from its historic city of Lancaster to the seaside town of Morecambe and rural Wyre.

We will celebrate all that is good about the area with a selection of lifestyle features, great photography and lots of news about arts and events. We will have a peek at the area's most interesting homes, review the best places to eat, sleep and play and show you what's on and where to spend your leisure time. We live in a fantastic part of the world and our new magazine is all about celebrating that.

Paid for magazine £1.99 available throughout Lancaster and Morecambe.





LUXURY PROPERTY

SHOWCASING THE FINEST HOMES
ON THE MARKET FROM AROUND
THE REGION

Lancaster & Morecambe 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

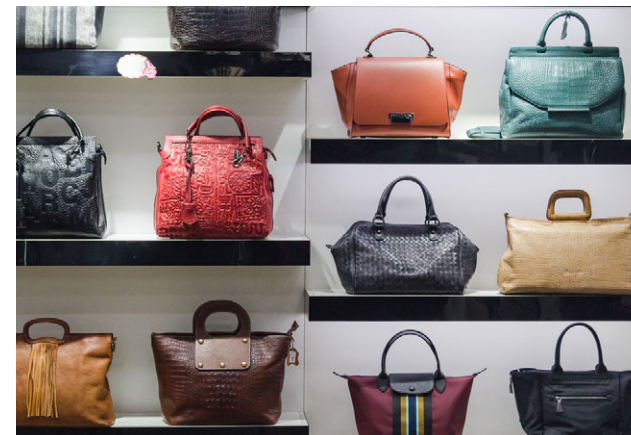
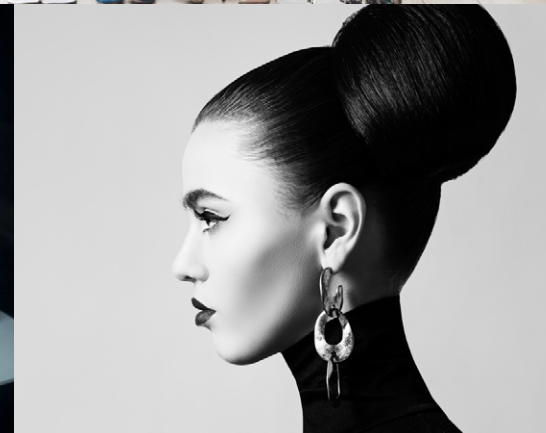
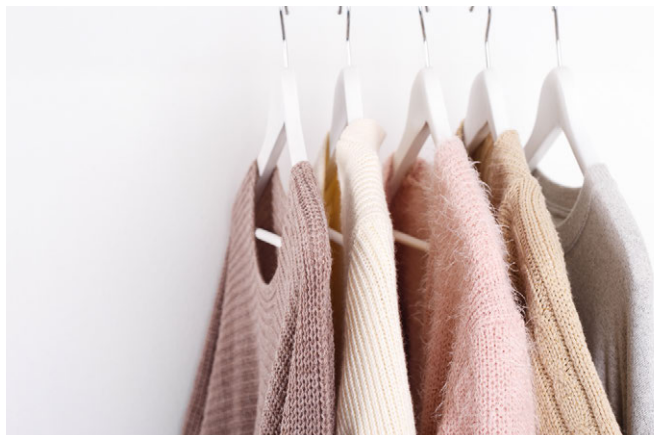
STEP INSIDE OUR STUNNING HOMES AND INTERIORS AND DISCOVER THE ULTIMATE IN INTERIOR DESIGN

Lancaster & Morecambe 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.



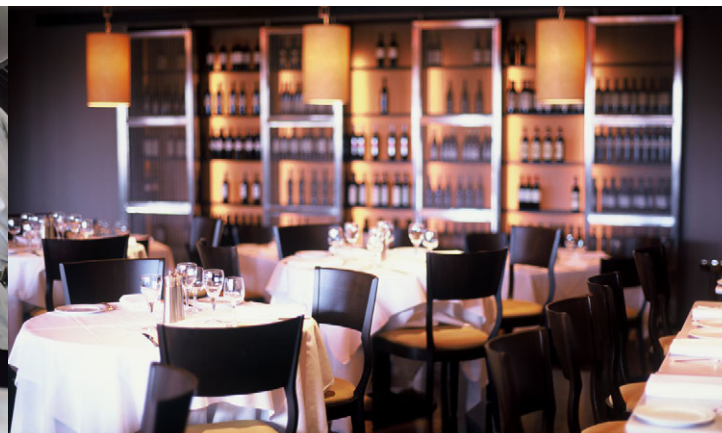


BEAUTY & WELLNESS

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 Lancaster and Morecambe 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
WEDDINGS Packed with inspirational ideas and tips, real weddings and local suppliers we showcase the regions venues and wedding business in a highly designed feature style.	INTERIORS	OUTSIDE LIVING Inspiration for al fresco decor, from sun loungers to pots and planters which all help create a vibrant green space.# BUILT FOR LIFE In our Showhome showcase property developers and designers to guide us through the latest in new builds.	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.	WEDDINGS Packed with inspirational ideas and tips, real weddings and local suppliers we showcase the regions venues and wedding business. EDUCATION A comprehensive guide to schools in the region.	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.

AUDIENCE & DISTRIBUTION



We have a unique, unrivaled, 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

+300 hand-picked distribution outlets

Lancaster & Morecambe including;

Hest Bank | Slyne | Bare | Torrisholme | Heysham | Scotforth
Galgate | Hollins Lane | Forton | Cabus | Garstang



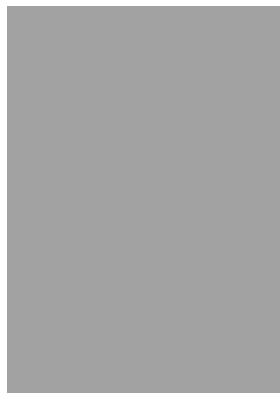
PRINT AD SPECIFICATIONS

MEASUREMENTS ARE WIDTH X HEIGHT IN MILLIMETRES



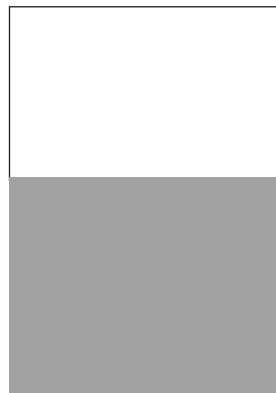
DPS WITH BLEED

303mm Height
x 426mm Width



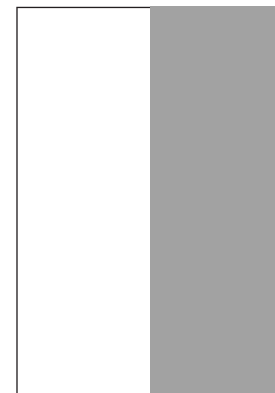
FULL PAGE
WITH BLEED

303mm Height
x 216mm Width



HALF PAGE
LANDSCAPE

131mm Height
x 180mm Width



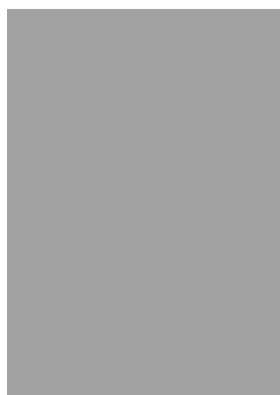
HALF PAGE
PORTRAIT

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 & TARGETED DIGITAL

Quarter Page	£110 + VAT n/a
Half Page	£200 + VAT (Inc 10,000 targeted PI's)
Full page	£350 + VAT (Inc 10,000 targeted PI's)
Double Page Spread	£660 + VAT (Inc 20,000 targeted PI's)

2 INSERTS PRINT & TARGETED DIGITAL

Quarter Page	£99 + VAT n/a
Half Page	£180 + VAT (Inc 10,000 targeted PI's)
Full page	£315 + VAT (Inc 10,000 targeted PI's)
Double Page Spread	£594 + VAT (Inc 20,000 targeted PI's)

4 INSERTS PRINT & TARGETED DIGITAL

Quarter Page	£88 + VAT n/a
Half Page	£160 + VAT (Inc 10,000 targeted PI's)
Full page	£280 + VAT (Inc 10,000 targeted PI's)
Double Page Spread	£528 + VAT (Inc 20,000 targeted PI's)

6 INSERTS PRINT & TARGETED DIGITAL

Quarter Page	£71.50 + VAT n/a
Half Page	£130 + VAT (Inc 10,000 targeted PI's)
Full page	£227.50 + VAT (Inc 10,000 targeted PI's)
Double Page Spread	£429 + VAT (Inc 20,000 targeted PI's)

Premium ad space

1 INSERT PRINT & TARGETED DIGITAL

Inside Front Cover	£550 + VAT (Inc 20,000 targeted PI's)
Back Cover	£700 + VAT (Inc 20,000 targeted PI's)

2 INSERTS PRINT & TARGETED DIGITAL

Inside Front Cover	£550 + VAT (Inc 20,000 targeted PI's)
Back Cover	£700 + VAT (Inc 20,000 targeted PI's)

4 INSERTS PRINT & TARGETED DIGITAL

Inside Front Cover	£550 + VAT (Inc 20,000 targeted PI's)
Back Cover	£700 + VAT (Inc 20,000 targeted PI's)

6 INSERTS PRINT & TARGETED DIGITAL

Inside Front Cover	£550 + VAT (Inc 20,000 targeted PI's)
Back Cover	£700 + VAT (Inc 20,000 targeted PI's)

* ROP : Right Hand Positions - 20% surcharge

* includes either 10,000 or 20,000 targeted page impressions (based on package taken) with the impressions for the online display solution reaching a predefined audience suited to the business type.

Online display solutions will run across the following websites; www.echo-news.co.uk, www.southendstandard.co.uk, www.basildonstandard.co.uk, www.thurrockgazette.co.uk, www.gazette-news.co.uk, www.chelmsfordweeklynews.co.uk, www.harwichandmanningtreestandard.co.uk, www.clactonandfrintongazette.co.uk, www.braintreeandwithamtimes.co.uk, www.halsteadgazette.co.uk

* with the exception of Quarter Page adverts which do not include Page impressions but these can be booked separately if required

DEADLINES

COVER DATE	BOOKING DEADLINE	COMPLETE ARTWORK	PUBLISHING DATE
Jan-20	14/12/2019	16/12/2019	31/12/2019
Mar-20	13/02/2020	11/02/2020	28/02/2020
May-20	07/04/2020	14/04/2020	24/04/2020
Jul-20	11/06/2020	16/06/2020	26/06/2020
Sep-20	13/08/2020	18/08/2020	28/08/2020
Nov-20	15/10/2020	20/10/2020	30/10/2020

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





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