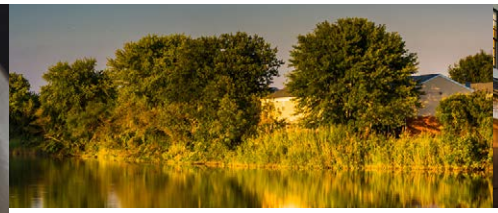
TYNE VALLEY

Living

MEDIA PACK 2021

Life · Style · Living

www.living-magazines.co.uk



OUR VISION

AN INSPIRATIONAL AND STYLISH CELEBRATION OF TYNE VALLEY 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

Tyne Valley 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

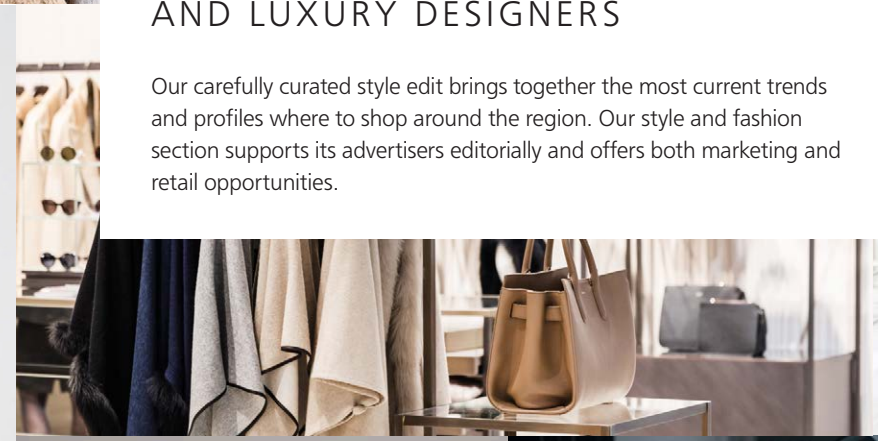
STEP INSIDE OUR STUNNING HOMES AND INTERIORS AND DISCOVER THE ULTIMATE IN INTERIOR DESIGN

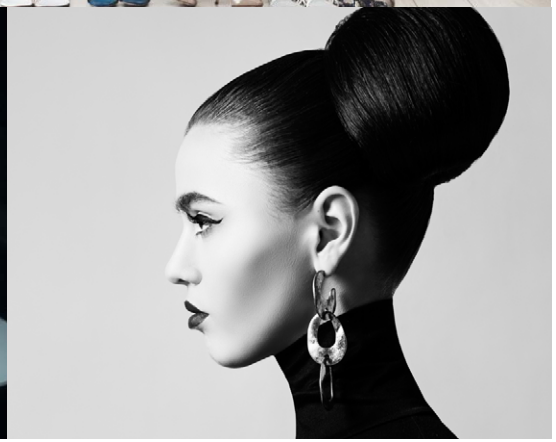
Tyne Valley Living is the definitive word on sumptuous homes and interiors. In our through-the-keyhole features we take a look inside the most magnificent homes from our region, guaranteeing advertisers that your sales message reaches your desired audience in a stylish and engaging way.

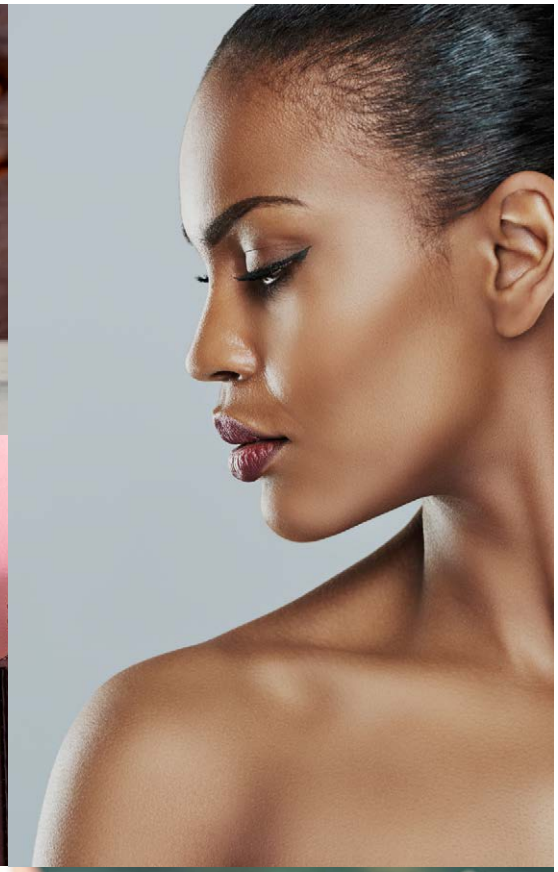
STYLE & FASHION

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

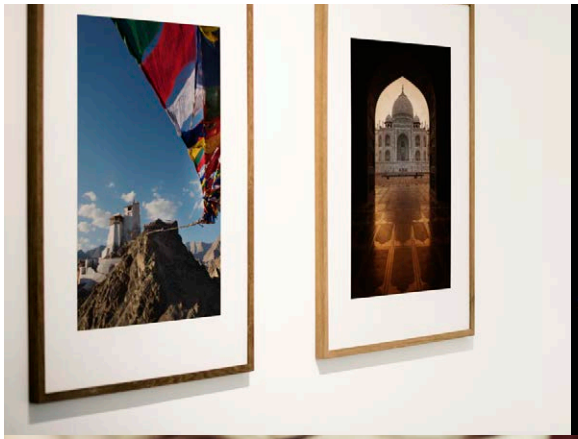
FABULOUS SALONS, DESTINATION SPAS BEST BEAUTY BUYS AND REVIEWS

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 Tyne Valley 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.

MAY/JUNE	JULY/ AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER	JANUARY/FEB-RUARY 2022
THE INTERIORS EDITION Discover the latest in homes and interiors trends, with everything from statement tiles to the most fabulous kid's bedroom ideas, after all home is where to heart is. **Days Out** – after 2020, we'll all be looking for fun and exciting things to do this year. This is your opportunity to round up the best local days out **Gardens** – the last in a three month platform, focussing on outdoor space	THE INDEPENDENT'S DAY EDITION The Kitchen Edit – now's the time to get that kitchen refresh under your belt before Christmas! **Education Directory** - our guide to the best educational establishments in your area. **Independents Top 10 (or 20)** – a guide to the top 10/20 independent retailers in your area.	THE FAMILY EDITION Family is comes first, and in this edition we take a deeper look at education, family business and play room décor. Education Yearbook – our guide to the most celebrated educational establishments in your area. **New Homes**– a focus on the high-end new build developments in your area. **Staycation**- fancy an extra break – how about a round-up of great British breaks for half term?	THE SUSTAINABILITY EDITION As COP 26 hits the UK this month, we look at sustainability and all the options, advances and ideas around to incorporate all this sustainability into your world in every aspect from your **A-Z of Christmas** – trends for the season ahead **Shop Local Saturday** - support those indie business that really need it.	TBC

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

+300 hand-picked distribution outlets:

Tyne Valley including;

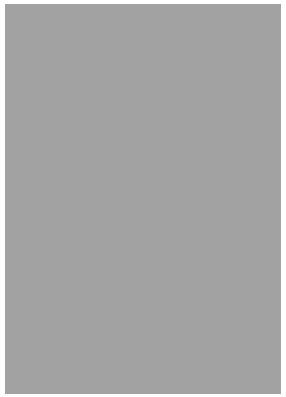
Riding Mill | Hexham | Corbridge | Haltwhistle | Ponteland
Morpeth | Prudhoe | Bellingham | Otterburn | Kielder

PRINT AD SPECIFICATIONS

MEASUREMENTS ARE WIDTH X HEIGHT IN MILLIMETRES

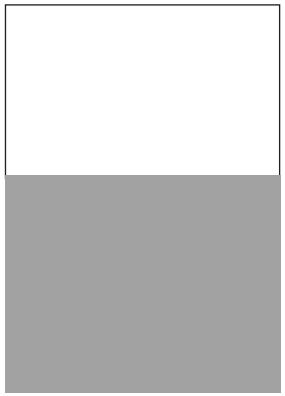
DPS WITH BLEED

303mm Height
x 426mm Width



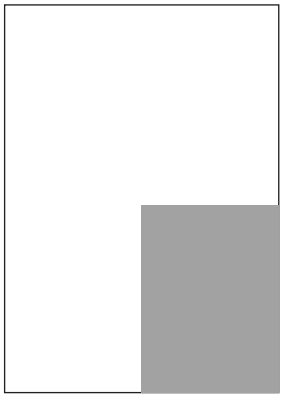
FULL PAGE
WITH BLEED

303mm Height
x 216mm Width



HALF PAGE
LANDSCAPE

131mm Height
x 180mm Width

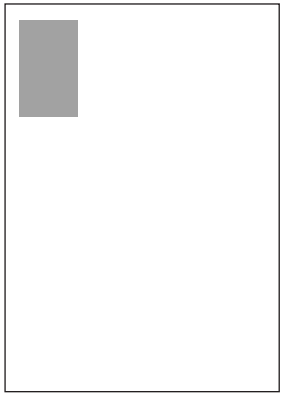


QUARTER PAGE

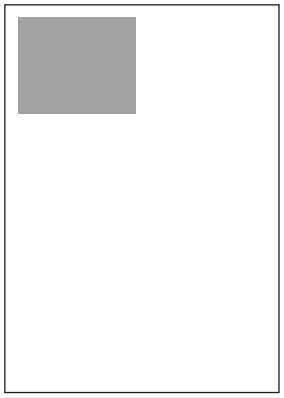
131mm Height
x 88mm Width

LIVING DIRECTORY PAGES

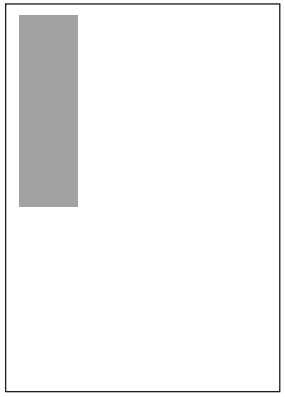
EXAMPLE



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

ADVERT SIZE	POSITION	DIGITAL PRODUCT	AdHoc	Frequency (inserts) 2-3 Inserts	4-7 Inserts
Quarter Page	ROP	3k multi format magazine creative	£118 + VAT	£106.20 + VAT	£89.60 + VAT
Half Page (Landscape)	ROP	4k multi format magazine creative	£188 + VAT	£164.40 + VAT	£145.60 + VAT
Half Page (Portrait)	ROP	4k multi format magazine creative	£188 + VAT	£164.40 + VAT	£145.60 + VAT
Full Page	ROP	7k multi format magazine creative +12k FB	£385 + VAT	£344.50 + VAT	£312 + VAT
Double Page Spread	ROP	15k multi format magazine creative +24k FB	£750 + VAT	£669 + VAT	£604 + VAT

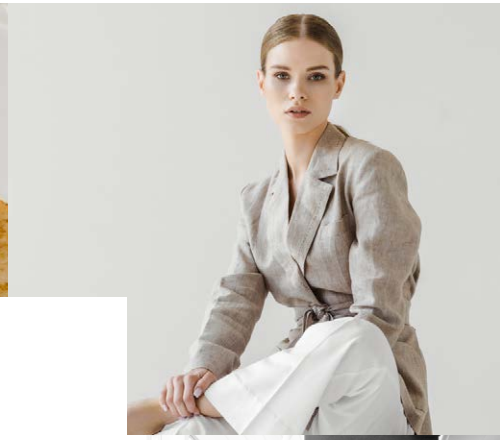
PRIME POSITIONS

ADVERT SIZE	POSITION	DIGITAL PRODUCT	AdHoc	2-3 Inserts	4-7 Inserts
Double Page Spread	Inside Front	17k multi format magazine creative +28k FB	£852 + VAT	£757.60 + VAT	£682.40 + VAT
Full Page	Inside Back	4k multi format magazine creative +12k FB	£428 + VAT	£382.40 + VAT	£345.60 + VAT
Full Page	Back Page Solus	4k multi format magazine creative +12k FB	£453.50 + VAT	£404.55 + VAT	£345.60 + VAT
Full Page	OPP Contents/Editor	7k multi format magazine creative +12k FB	£428 + VAT	£382.40 + VAT	£345.60 + VAT

DEADLINES

COVER DATE	BOOKING DEADLINE	COMPLETE ARTWORK	PUBLISHING DATE
May/June	09/04/2021	16/04/2021	30/04/2021
July/Aug	04/06/2021	11/06/2021	25/06/2021
Sept/Oct	06/08/2021	13/08/2021	27/08/2021
Nov/Dec	08/10/2021	15/10/2021	29/10/2021
Jan/Feb	26/11/2021	03/12/2021	31/12/2021

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



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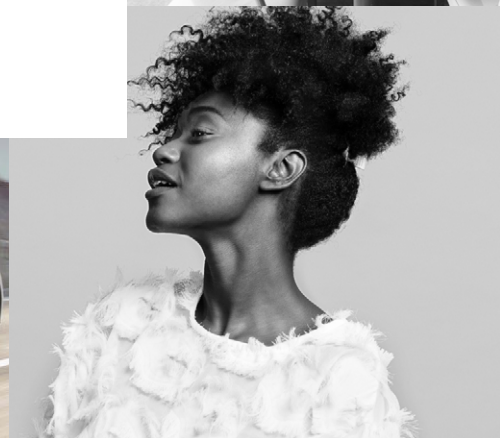
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