

YORKSHIRE &  
HARROGATE

# Living

MEDIA PACK 2021

Life · Style · Living

[www.living-magazines.co.uk](http://www.living-magazines.co.uk)



# OUR VISION

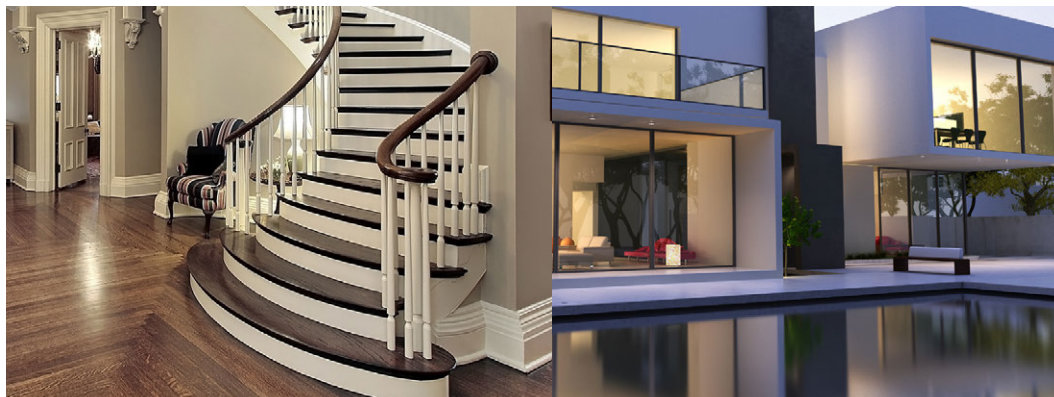
AN INSPIRATIONAL AND STYLISH  
CELEBRATION OF YORKSHIRE LIVING -  
EVERY MONTH

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

Yorkshire & Harrogate 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

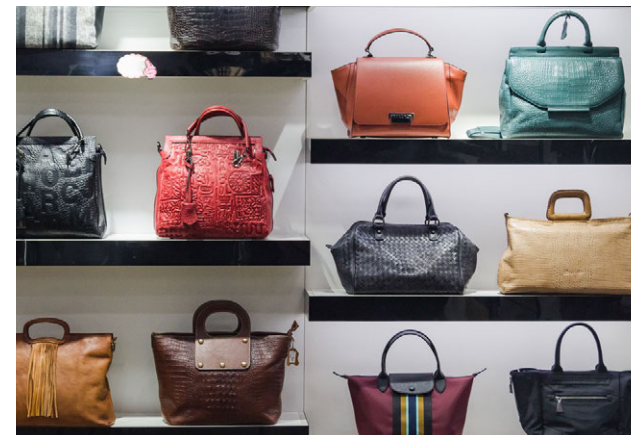
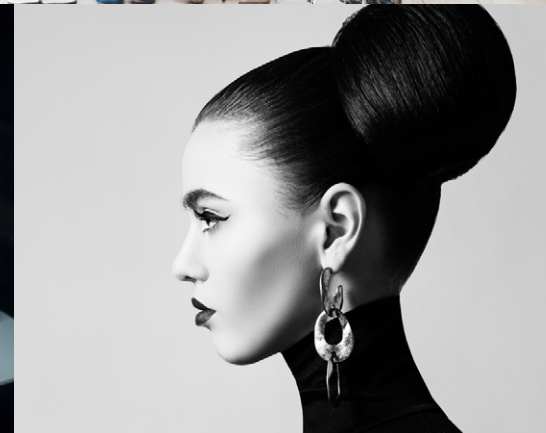
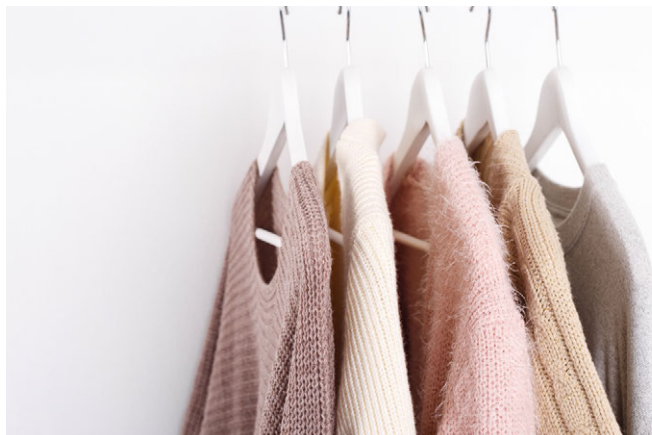
STEP INSIDE OUR STUNNING HOMES AND INTERIORS AND DISCOVER THE ULTIMATE IN INTERIOR DESIGN

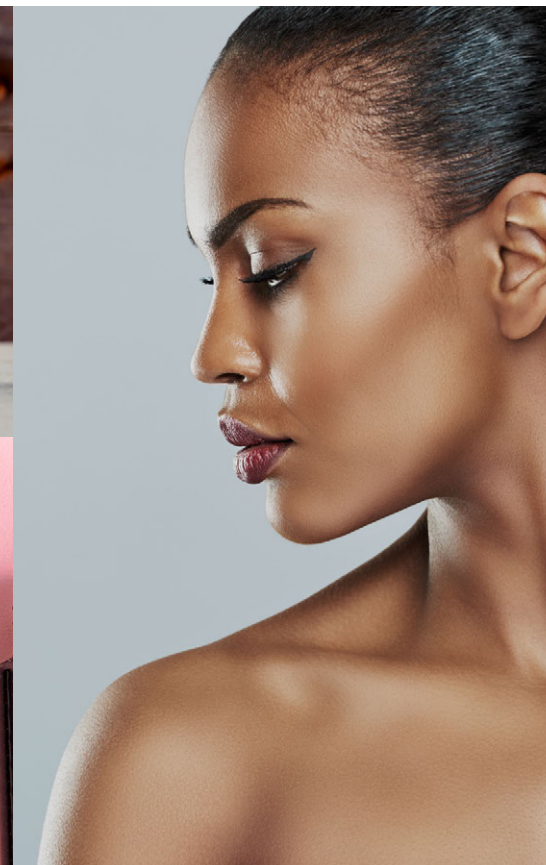
Yorkshire & Harrogate Living is the definitive word on sumptuous homes and interiors. In our through-the-keyhole features we take a look inside the most magnificent homes from our region, guaranteeing advertisers that your sales message reaches your desired audience in a stylish and engaging way.

# 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.



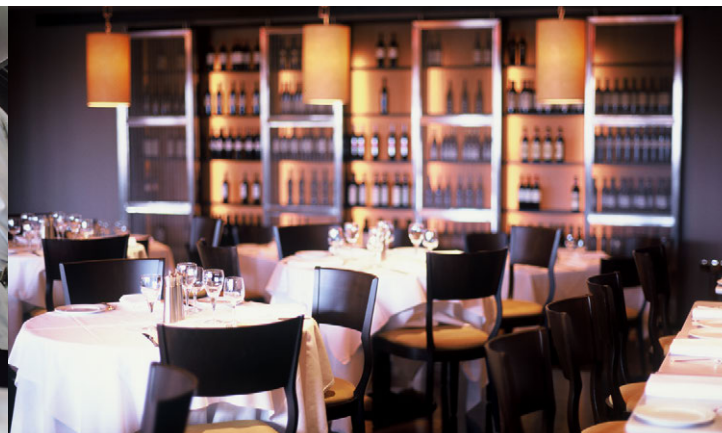


# BEAUTY & WELLNESS

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

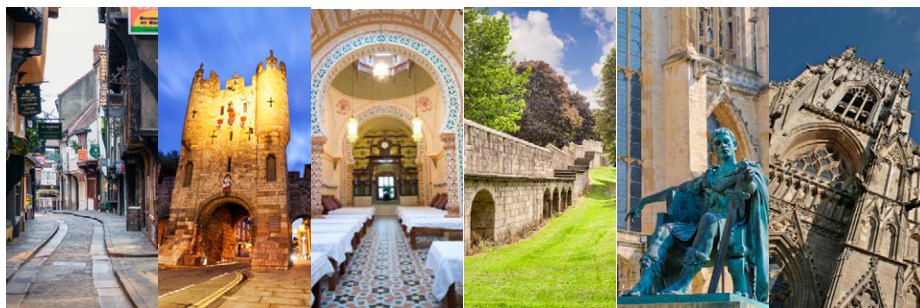
Commercial content is a great way to showcase your businesses in Yorkshire & Harrogate Living magazine. All our commercial content is based on a template which complements the style of our magazine and follows our ethos of excellent design, and quality editorial images.

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>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>NEW YEAR, NEW YOU</b> Your guide to Health and Wellbeing in 2021	<b>WEDDINGS</b>  <b>WORLD OF INTERIORS</b>  <b>BEDROOM SPECIAL</b>	<b>BIG FASHION ISSUE</b>  <b>ULTIMATE SPA GUIDE</b>  <b>COAST TO COAST RETREATS</b>  <b>GARDENING SPECIAL (PART1)</b>	<b>FOOD &amp; DRINK</b> Meat and greet some of the region's best restaurants, cafes, delis and food producers.  <b>EQUESTRIAN</b>  <b>GARDENING SPECIAL (PART2)</b>	<b>LOVE YOUR KITCHEN</b>  <b>HELMSLEY AREA FOCUS</b>  <b>GARDENING SPECIAL (PART3)</b>	<b>COAST &amp; COUNTRY</b>  <b>COUNTRY EDITION</b>
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<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>WORLD OF INTERIORS</b>  <b>EDUCATION</b> A comprehensive guide to schools in the region.	<b>Equestrian</b>  <b>MALTON FOCUS</b>  <b>BIG FASHION ISSUE</b> <b>WEDDINGS</b>	<b>FOOD &amp; DRINK</b> Meat and greet some of the region's best restaurants, cafes, delis and food producers.	<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>MAKE A SPLASH</b> The very latest in bathroom designs and accessories, from free standing baths to clever storage solutions. We take the plunge with our dedicated bathroom section.

# AUDIENCE & DISTRIBUTION



We have a unique, unrivalled, highly selective distribution network, delivering 15,000 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 45,000  
CIRCULATION 15,000

+300 hand-picked distribution outlets:

York | Malton | Pickering | Easingwold | Northallerton | Haxby | Kirk  
Hammerton | Wetherby | Knaresborough | Tadcaster | Selby | Beverley  
Pocklington | Scarborough | Helmsley | Harrogate | Knaresborough  
Ripon | Harewood | Collingham | Boston Spa | Ripley



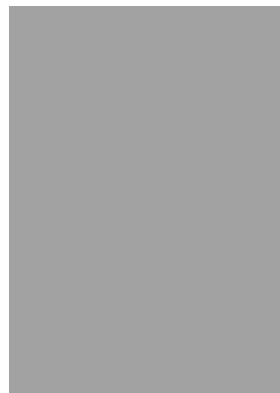
# PRINT AD SPECIFICATIONS

MEASUREMENTS ARE WIDTH X HEIGHT IN MILLIMETRES



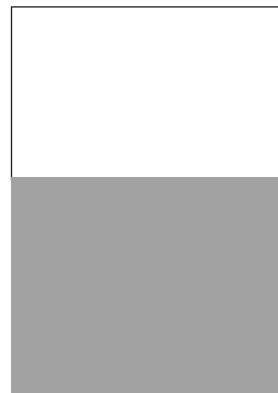
**DPS WITH BLEED**

303mm Height  
x 426mm Width



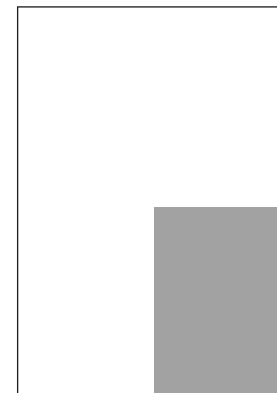
**FULL PAGE  
WITH BLEED**

303mm Height  
x 216mm Width



**HALF PAGE  
LANDSCAPE**

131mm Height  
x 180mm Width



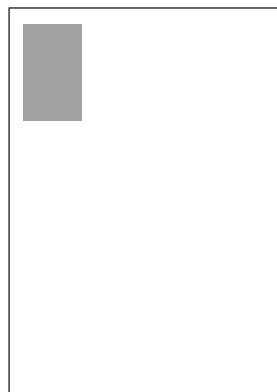
**QUARTER PAGE**

131mm Height  
x 88mm Width

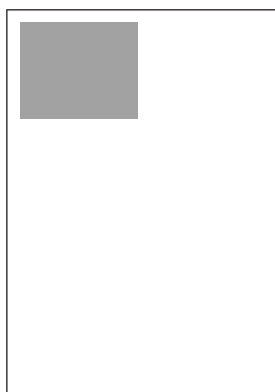
## LIVING DIRECTORY PAGES



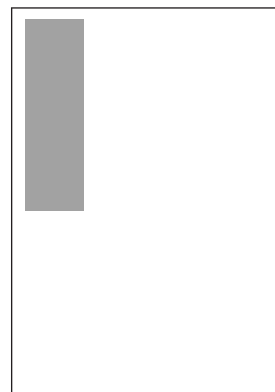
**EXAMPLE**



**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

## Page sizes

### 1-3 INSERTS PRINT & TARGETED DIGITAL

Quarter Page	£250 + VAT (Inc 10,000 targeted PI's)
Half Page	£425 + VAT (Inc 15,000 targeted PI's)
Full page	£750 + VAT (Inc 25,000 targeted PI's)
Double Page Spread	£1,200 + VAT (Inc 45,000 targeted PI's)

### 4-6 INSERTS PRINT & TARGETED DIGITAL

Quarter Page	£210 + VAT (Inc 10,000 targeted PI's)
Half Page	£385 + VAT (Inc 15,000 targeted PI's)
Full page	£655 + VAT (Inc 25,000 targeted PI's)
Double Page Spread	£955 + VAT (Inc 45,000 targeted PI's)

### 7-11 INSERTS PRINT & TARGETED DIGITAL

Quarter Page	£180 + VAT (Inc 10,000 targeted PI's)
Half Page	£300 + VAT (Inc 15,000 targeted PI's)
Full page	£515 + VAT (Inc 25,000 targeted PI's)
Double Page Spread	£795 + VAT (Inc 45,000 targeted PI's)

### 12 INSERTS PRINT & TARGETED DIGITAL

Quarter Page	£165 + VAT (Inc 10,000 targeted PI's)
Half Page	£250 + VAT (Inc 15,000 targeted PI's)
Full page	£475 + VAT (Inc 25,000 targeted PI's)
Double Page Spread	£695 + VAT (Inc 45,000 targeted PI's)

## Premium ad space

### 1-3 INSERTS PRINT & TARGETED DIGITAL

Inside Front Cover	£850 + VAT (Inc 10,000 targeted PI's)
Inside Back Cover	£850 + VAT (Inc 15,000 targeted PI's)
Back Page	£850 + VAT (Inc 25,000 targeted PI's)
Double Page Spread	£1350 + VAT (Inc 45,000 targeted PI's)

### 4-6 INSERTS PRINT & TARGETED DIGITAL

Inside Front Cover	£750 + VAT (Inc 10,000 targeted PI's)
Inside Back Cover	£750 + VAT (Inc 15,000 targeted PI's)
Back Page	£750 + VAT (Inc 25,000 targeted PI's)
Double Page Spread	£1150 + VAT (Inc 45,000 targeted PI's)

### 7-11 INSERTS PRINT & TARGETED DIGITAL

Inside Front Cover	£650 + VAT (Inc 10,000 targeted PI's)
Inside Back Cover	£650 + VAT (Inc 15,000 targeted PI's)
Back Page	£650 + VAT (Inc 25,000 targeted PI's)
Double Page Spread	£950 + VAT (Inc 45,000 targeted PI's)

### 12 INSERTS PRINT & TARGETED DIGITAL

Inside Front Cover	£575 + VAT (Inc 10,000 targeted PI's)
Inside Back Cover	£575 + VAT (Inc 15,000 targeted PI's)
Back Page	£575 + VAT (Inc 25,000 targeted PI's)
Double Page Spread	£850 + VAT (Inc 45,000 targeted PI's)

\*This rate also includes digital media advertising to help maximise exposure.

# DEADLINES

COVER DATE	BOOKING DEADLINE	COMPLETE ARTWORK	PUBLISHING DATE
Feb-21	22/12/2021	04/01/2021	15/01/2021
Mar-21	25/01/2021	29/01/2021	12/02/2021
Apr-21	22/02/2021	26/02/2021	12/03/2021
May-21	22/03/2021	25/03/2021	09/04/2021
Jun-21	26/04/2021	29/04/2021	14/05/2021
Jul-21	24/05/2021	28/05/2021	11/06/2021
Aug-21	28/06/2021	02/07/2021	16/07/2021
Sep-21	26/07/2021	30/07/2021	13/08/2021
Oct-21	23/08/2021	26/08/2021	10/09/2021
Nov-21	27/09/2021	01/10/2021	15/10/2021
Dec-21	25/10/2021	29/10/2021	12/11/2021
Jan-22	22/11/2021	26/10/2021	10/12/2021

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

YORKSHIRE & HARROGATE

# Living

DECEMBER 2020 • HOMES & INTERIORS • PEOPLE & PLACES • FASHION & BEAUTY • FOOD & DRINK • COMPLIMENTARY

## Sweet treats

A traditional recipe from Masham

## GOOD READS

Discover the latest Yorkshire books

## BAUBLE BEAUTY

Decorations by Beverley ceramicist

## MOVIE MAGIC

Major films shot in our picture-perfect locations

# CASTLE HOWARD

A festive adventure awaits you at the North Yorkshire estate

# Merry Christmas

To all our readers and customers



# YORKSHIRE & HARROGATE Living

Jane Hanson (Advertising Director)  
T: 01904 567241 | [Jane.hanson@newsquest.co.uk](mailto:Jane.hanson@newsquest.co.uk)



Life · Style · Living

[www.living-magazines.co.uk](http://www.living-magazines.co.uk)