





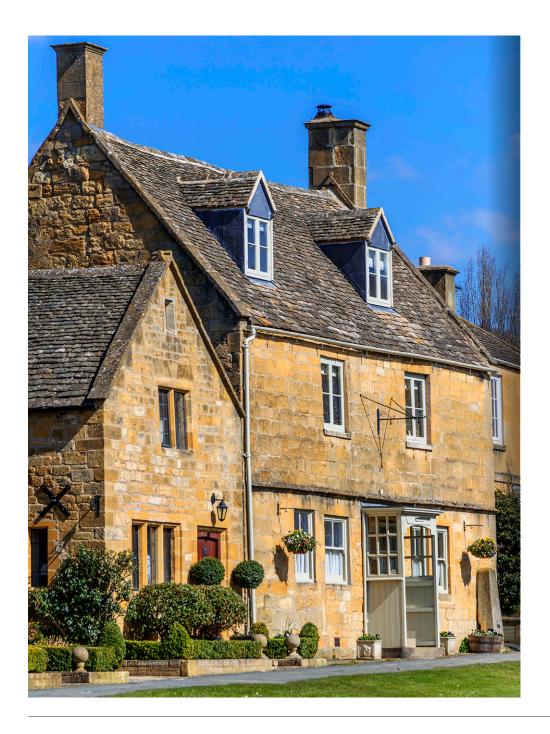


## Chic, upmarket and beautifully designed with strong editorial content

Welcome to the Living media pack, where you will discover how to make your advertising work as hard as possible for you. For more than a decade Yorkshire Living has delighted readers in and around West and North Yorkshire, Skipton and Ilkley with first-class features about local people and their lives, accompanied by exquisite photography. Our readers are loyal, discerning people who enjoy the finer things in life and who have a large disposable income to afford their luxurious lifestyle. We celebrate the most interesting homes to covet and the finest properties and estates to buy, review the best places to eat, sleep and play, and focus on luxurious goods from local retailers. We ensure our editorial matches the pursuits of our readers and that advertisers always benefit from being positioned with relevant editorial.

Introduction

Living



## PREMIUM PROPERTY

Living carries premium property. The property section appears at the front of the book, setting the tone for our readers. Premium estate agents can benefit from close working relationships with our Living editorial team and provide leads through-the-keyhole section. This section drives readership and ensures that our complimentary magazine is consumed quickly in the marketplace.





# HOMES, GARDENS & INTERIORS

Living is the definitive word on sumptuous homes and interiors. For our through-the-keyhole features we choose the most palatial homes from across the region for our readers to take a look inside, guaranteeing that interiors advertisers' adverts and sales messages will appear in great company.

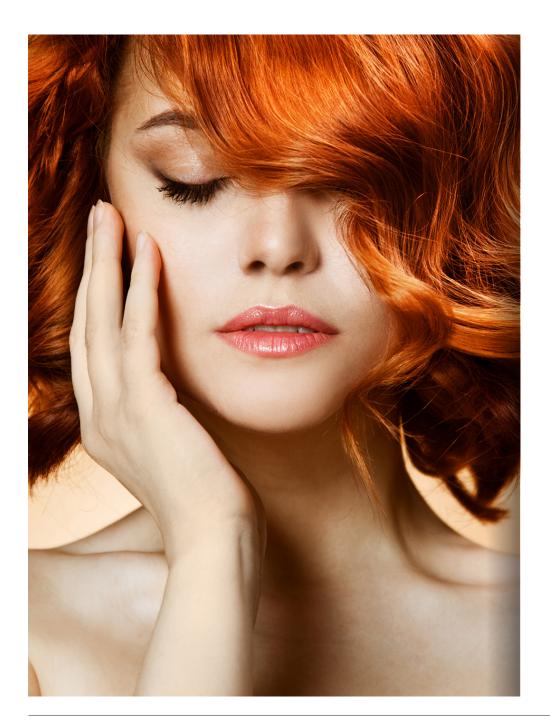




## **FASHION**

Living is the place to discover new fashion trends to purchase locally. In Spring and Autumn we feature our BIG fashion issues. This is the place to feature top fashion advertisers as our readers buy luxury fashion brands.

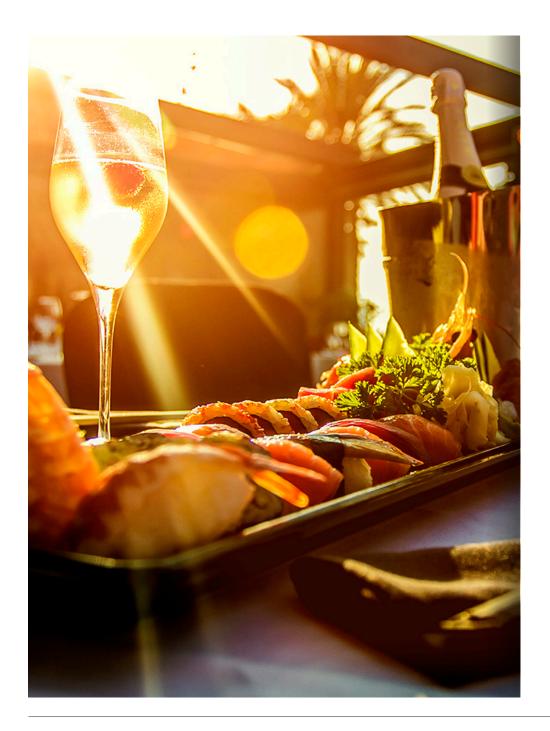




## **HEALTH & BEAUTY**

Featured in every issue, Testing Times reviews new products to market. Living is the place to discover new beauty trends to purchase locally and top places to indulge in a beauty treatment or two.





## **FOOD & DRINK**

We carry in-depth reviews of local eateries, so all passionate foodies know to turn to us first. Advertisers have the opportunity to promote themselves within our exciting editorial content.





# LEISURE, ARTS & CULTURE

For Living readers, entertaining and being entertained is a must. We showcase what to see, where to visit and the best hotels to stay.





## **MOTORS**

From in-depth car reviews to the best places for vehicle repairs, we've got it covered. Whether you're looking for a sports car to cruise around the country in, or a luxury family car, you'll want to get into the driving seat after reading our features.







## **DISTRIBUTION AREA**



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.

#### Distribution

SOURCE: Mosaic Profiling

#### Hand-picked distribution outlets:

Bingley Baildon Shipley Saltaire Keighley Horsforth North Leeds

orth Lee ddinghar kipton

Otley Ilkley

Pudsey Batley

larrogate Calderdale Circulation 15,000

Readership 45,000

Readership 45,000

Living



## PROMOTIONS & SPONSORSHIP

Living - an overview of opportunities

- Opportunities for us to create bespoke campaigns which sit seamlessly within the Living editorial environment
- Our team can propose creative concepts involving product placement

#### THEMES & SPECIALS

January: New Year

February: Travel, Health & Fitness

March: World of Interiors & Spring Brides

April: S/S BIG Fashion Issue

May: Food & Drink

June: Summer holidays

July: Gardening

August: Outdoor Living

September: World of Interiors

October: A/W BIG Fashion Issue

November: Christmas & A/W Brides

**December**: Festive Guide

### **DEADLINES**

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

Cover Date	Sales Booking Deadline	Last 'Copy in'	Complete Copy	Print	Publication Deadline
Feb-18	20-Dec	21-Dec	05-Jan	11-Jan	19-Jan
Mar-18	26-Jan	29-Jan	02-Feb	08-Feb	16-Feb
Apr-18	23-Feb	26-Feb	02-Mar	08-Mar	16-Mar
May-18	23-Mar	26-Mar	28-Mar	05-Apr	13-Apr
Jun-18	20-Apr	23-Apr	27-Apr	03-May	11-May
Jul-18	25-May	28-May	01-Jun	07-Jun	15-Jun
Aug-18	22-Jun	25-Jun	29-Jun	05-Jul	13-Jul
Sep-18	20-Jul	23-Jul	27-Jul	02-Aug	10-Aug
Oct-18	24-Aug	27-Aug	31-Aug	06-Sep	14-Sep
Nov-18	21-Sep	24-Sep	28-Sep	04-Oct	12-Oct
Dec-18	19-Oct	22-Oct	26-Oct	01-Nov	09-Nov
Jan-19	16-Nov	19-Nov	23-Nov	29-Nov	07-Dec

## **ADVERTISEMENT RATES**

Advert Size/Position	Price per insert for 1 insert	Price per insert for 2-3 inserts	Price per insert for 4-6 inserts	Price per insert for 7+ inserts
DPS	£1260	£1145	£930	£770
Full page	£770	£690	£615	£465
Half page	£430	£380	£340	£255
Quarter page	£215	£195	£173	£150

### **ADVERTISEMENT SIZE**

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.

Advert size	Width	Height	
Full Page (with bleed)	216mm	303mm	
Full Page (no bleed)	182mm	267mm	
Half Page Portrait	89mm	267mm	
Half Page Landscape	182mm	131.5mm	
Quarter Page	89mm	131.5mm	
Eighth Page	93mm	60mm	
DPS with bleed	426mm	303mm	

Artwork Specification & Production Schedule





















































## LIVING PORTFOLIO 24 MAGAZINES **ACROSS THE UK**

24 editions with 240,000 copies reaching 720,000 people\* \*Publisher's statement



#### Publisher **Marie Westmoreland**

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Portfolio - The power of Living

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