



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.

FINE COUNTRY
fineandcountry.com

Egerton Road, Hartlepool
Built to an exceptional standard, this unique five double bedroom dwelling has ceiling heights of 9' 6" throughout, creating light spacious rooms. It has a fantastic open plan area with French doors leading out to a three garage plot, which at the rear of the ground floor is a kitchen with a central island and breakfast bar, fitted with stunning high gloss units, Siemens worktops, mood lighting and a range of high end Siemens appliances including double oven, double warming drawers, cookable hob, coffee machine, built in fridge, instant boiling water tap and a wine cooler. Quality fixtures include a fireplace and programmable lighting, accessed round to the principal rooms and underfloor heating to the ground floor. RRP: £95.
T: 0191 384 2277

£599,995

Disraeli House, Trillick Village
Located close to the village green in Trillick Village this beautiful home offers light and airy living accommodation, luxury bedrooms and bathrooms and superb landscaped gardens. The kitchen boasts high gloss finish units and a central island in complementary cream and stainless steel and surrounding granite worktop. A range of high end appliances includes an induction hob, a Quattro hot water tap, an integrated American style fridge freezer and a first wine cooler in the utility room. Ideal for entertaining, bi-fold doors open from the dining area to a lovely paved patio and the sunny, green garden which has extended patio area, a lawn border bordering the main driveway, mature shrubbery and a well maintained lawn. RRP: £78.
T: 0191 384 2277

£420,000

www.fineandcountry.co.uk

Portland House, Hollywood, Wokingham
Portland House is a stunning, individual residence with five double bedrooms, designed to provide the very highest quality luxury living within the spectacular rural landscape of Wokingham. Its elevated position at the foot of an exclusive and prestigious development in Wokingham offers panoramic views of the surrounding countryside while the property and its surroundings offer comfort and superior design. Formerly occupied by such an elite home, it is in its own landscaped grounds, an superb swimming pool and tennis area, a superb swimming pool and tennis area, a superb swimming pool and tennis area, a superb swimming pool and tennis area. RRP: £88. CRR.
T: 0191 384 2277

Price on application

Beech Tree Cottage, Melton
An exceptional and unique four bedroom home in an outstanding location, Beech Tree Cottage is the perfect country property offering modern comforts in beautiful village surroundings. Built to excellent quality and finish with expert attention to detail, luxury features include underfloor heating and flooring materials and a large, handcrafted kitchen and contemporary bathroom, while its rear setting in North Wokingham has been incorporated into the design with expert views and plenty of glazing to maximize views of the garden. The garden is a lush lawn and enjoys field views and rising sunsets, perfect for sitting out under the beech tree and enjoying the peace and quiet. RRP: £88. CRR.
T: 0191 384 2277

£650,000

Living



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.



Living

media pack 2018



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.

Seriously stylish in the saddle

COMBINING AN EYE FOR DESIGN AND HER PASSION FOR SHOWJUMPING, JORDAN MCCABE IS TAKING THE EQUINE SPORTSGEAR MARKET BY STORM

Jordan McCabe has two passions in life: horses and fashion. A couple of years ago, the *Irish Country* Dublin, showjumper accidentally combined the two to launch her own label – Arise Diamond – named after her much-loved mare.

Seeing a gap in the market, she designed a range of riding gear that is seriously stylish, but still totally functional. And even in the competitive world of equestrian gear, it's proving a real winner. Jordan is on course to earn her first million this year and a 50 per cent increase in sales is forecast for the first half of 2017.

"I always wanted to wear the big brands that all the leading show jumpers wore, but everything was so expensive," said Jordan, whose business has a lot of family from its Irish roots. "I got one thinking how I could create a range of clothing for women like me who wanted stylish well-made clothing without the hefty price tag!" It was a steep learning curve, but the label was launched in 2014 and has gone from strength to strength. Jordan believes the key to her success is using social media as her shop window, creating huge worldwide demand for her products by sharing stylish photographs and engaging with her 100,000 Instagram followers.

She manages all aspects of the company, from marketing to design and product development. Her marketing strategy is done throughout Europe and she regularly travels to the factories.

Since launching Arise Diamond, Jordan has opened up her audience to include the wider equestrian market. Arise Diamond Experiences was also one of the first brands to introduce riding leggings and now she's working on pet wear and underwear ranges. "It's important to step ahead of the game in this industry," she says. "Fashion never sleeps and neither do I."

"I am my own customer and I am designing products that I would want to wear. I would never want to sell a product that I wouldn't invest in. I've always believed in my designs and hoped to do well, but I never expected it to get this big so quickly."

W: arisediamondequestrian.com

“I am my own customer and I am designing products that I would want to wear.”

This page: stockphoto.com; top left: sportswear; top right: Arise Diamond; bottom left: Arise Diamond; bottom right: Arise Diamond

Living | MARCH | 73

Living

media pack 2018



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.



Future-proofing feasts

Mimi Spencer and Sam Rice are on a mission to prove that "healthy" doesn't have to be a chore. In *The Middle Kitchen*, they have created more than 300 delicious recipes to restore, rejuvenate and revitalize, to future-proof your life through your fork, bottle and beyond.

"We wanted to make a real connection with people who feel a need to improve their health, but are put off by the fussy, stringent and restrictive approaches that have become fashionable lately," says Mimi.

"The middle, healthy life is no longer something peripheral that we can take for granted. It is central to the quality of life that we enjoy," adds Sam.

The Middle Kitchen: Healthy Eating Recipes by Mimi and Sam Rice (Middletown, CT)

Crispy Trout with Asian Salsa

WHY WE LOVE IT
The tangy green sauce pairs perfectly with the delicate texture of the trout. The trout is a great protein and delicious meal. It's also a great source of omega-3 fatty acids, which are good for your heart and brain.

SERVES 2
2 trout fillets, about 125g each, with skin on
A little olive oil
Soy with lemon and freshly ground black pepper
Cucumber, tomato, to serve

FOR THE SALSA
A handful of cucumber (finely sliced), roughly chopped
A handful of tomato (finely sliced), roughly chopped
A handful of fresh mint leaves, roughly chopped
A handful of fresh basil leaves, roughly chopped
A handful of fresh dill leaves, roughly chopped
A handful of fresh parsley leaves, roughly chopped
A handful of fresh chives, roughly chopped
A handful of fresh onion, roughly chopped
A handful of fresh garlic, roughly chopped
A handful of fresh ginger, roughly chopped
A handful of fresh lemon juice, roughly squeezed
A handful of fresh lime juice, roughly squeezed
A handful of fresh vinegar, roughly squeezed
A handful of fresh oil, roughly drizzled

Place all the salsa ingredients in a food processor and pulse to form a coarse paste. Heat a griddle pan or large frying pan over a high heat until it's hot enough to sizzle the trout skin. Drizzle the fish with a little olive oil and season with the salsa. Cook for 3-4 minutes until the skin is crisp. Cook for a further 2-3 minutes until the fish is cooked through and the salsa is bubbling. Drizzle with a good amount of the salsa sauce.

HEALTH TIP
There is an ever-increasing body of evidence to suggest that regular consumption of fish, and in particular oily fish like trout, reduces the risk of cardiovascular disease. They are also a good source of vitamin D, the 'sunshine vitamin' which benefits the bones and immune system.



Pomegranate Salad

WHY WE LOVE IT
This is a lovely, healthy salad, sophisticated even, but it takes a bit of time and care to prepare. The pomegranate seeds are a great source of antioxidants and are also a good source of fiber. The salad is also a good source of vitamin C, which is good for your immune system.

SERVES 2
1 head of romaine lettuce, roughly chopped
A handful of pomegranate seeds
A handful of cucumber, roughly sliced
A handful of tomato, roughly sliced
A handful of fresh mint leaves, roughly chopped
A handful of fresh basil leaves, roughly chopped
A handful of fresh dill leaves, roughly chopped
A handful of fresh parsley leaves, roughly chopped
A handful of fresh chives, roughly chopped
A handful of fresh onion, roughly chopped
A handful of fresh garlic, roughly chopped
A handful of fresh ginger, roughly chopped
A handful of fresh lemon juice, roughly squeezed
A handful of fresh lime juice, roughly squeezed
A handful of fresh vinegar, roughly squeezed
A handful of fresh oil, roughly drizzled

FOR THE DRESSING
A handful of olive oil
A handful of fresh lemon juice
A handful of fresh lime juice
A handful of fresh vinegar
A handful of fresh salt
A handful of fresh pepper

Preheat the oven to 200°C (400°F). Wash the lettuce and chop it into small pieces. Place the lettuce in a large bowl and drizzle with the dressing. Add the pomegranate seeds, cucumber, tomato, and mint. Toss the salad well and serve. The dressing can be made ahead of time and stored in the refrigerator.

HEALTH TIP
Pomegranate seeds are a good source of antioxidants and are also a good source of fiber. The salad is also a good source of vitamin C, which is good for your immune system.

Living

media pack 2018



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.



The majesty
of Harewood

Filming on a second series of TV drama *Victoria* is under way at Harewood House. Emma Clayton looks at a major exhibition exploring Queen Victoria's links to the Yorkshire property

[illegible]

In *Harrold's* library lies a leather-bound album filled with charming sketches by Victoria and her husband, Prince Albert, of the family and their friends. One of the only two in existence, the object is in the Royal Collection's care: a personal glimpse of the couple's domestic life.

Another album, 'Goemink du Bal Costumes', contains colorful paintings of people in fancy dress at a Medival ball held at Poolechamps Palace. 'The balls in Stain Two of Victoria, said Harrold, of haunting images, including the Queen's portrait in the costume of Lady Emma Portman, her husband in the role of the Earl of Harrold's daughter. The two is portrayed in the series'

Prince Mary, grand-granddaughter of Queen Victoria, brought Harrold into the Royal Family when she married Viscount Lascelles in 1922. An assortment of family photos, including one of Victoria with her granddaughters, is among in Prince Mary's dressing room, and other items include a Christmas card given to her by Victoria.



In the State Bedroom stands the ornate bed made of silk and gilt, that Victoria selected for the night at Harewood, aged 16. "Only my future husband: silk is the color of my fate," the artist "reveals" in the caption. The bed's expensive price of Chippendale furniture for a male, costing £250 in the 1780s.

The Spanish Library reflects styles of the Victorian age, not least recent servants' do in bookcases, leading to hidden corridors, a smoking chair from the 1851 Great Exhibition. Glass doors lead out to the terrace, a redoubt for the Queen's private library. The new Buckingham Palace, the Opera House and Reform Club," said Alexis. The ill-fated nurse was added to the house in the Victorian era.

Taking pride of place in the Gallery is a portrait by James Coleman as the young queen. Designed from portraits, it yet in the dress she wears in the life sequence while first worn by the teenage Victoria on discovering she was to be queen, and magnificent Coronation gown. The Gilt was used for an elaborate Buckingham Palace



Readership 45,000

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
Addingham
Skipton
Otley
Ilkley
Pudsey
Batley
Harrogate
Calderdale
Hebden Bridge

Circulation
15,000

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

Living

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



LIVING PORTFOLIO

24 MAGAZINES

ACROSS THE UK

24 editions with 240,000 copies reaching 720,000 people*

*Publisher's statement

Living

Publisher

Marie Westmoreland

E: marie.westmoreland@nqyne.co.uk

T: 07968 911 770

Follow us on social media



[facebook.com/
yorkshirelivingmagazine](https://facebook.com/yorkshirelivingmagazine)



[instagram.com/
yorkshire_living/](https://instagram.com/yorkshire_living/)

Portfolio - The power of Living

Living

media pack 2018