

# WELCOME

# COUNTY LIFE MAGAZINES



In every issue of County Life you will discover a selection of beautifully illustrated articles including our regular look at selected towns and villages in our popular series 'Down Your Way' and 'A River Runs Through It'. The history and heritage articles will educate and our section 'From The Archives' will, no doubt, bring back memories for regular readers and provide new readers with an insight to what they have been missing! Our seasonal and home interest section provides good advice and brings together the best service and product providers our county, and beyond, has to offer - so readers looking for change or upgrade will find a inspiration and invaluable advice.

As if this wasn't enough there's the 'Flag Board' property section and 'Serendipity' home of new products and gadgets. 'Far Flung Places' will take the reader on a journey of exploration and provide great ideas for superb away-days - some near, but more often far away!

And, if our readers needed reminding just how beautiful their county is, each cover features photography which is inspirational and provides a glimpse of the content which sets out to encapsulate the history and heritage of our beautiful countryside in 'entertaining and educational' quarterly magazines which can cheerfully boast as being true 'traditional' county magazines for the region. Our titles sit comfortably amongst many national magazines which they share shelf space with in the majority of the news stands.

With the economy very much the focus of these times it is worth pointing out that our quarterly publications benefit from longevity and because our titles are 'paid for' publications our regular advertisers can be assured that every edition is well read, retained, and held on to. Established for well over a decade now County Life Magazines are the first choice for those businesses who regularly invest in our quality titles - *which are far too good to give-away!*

Enjoy!

James-Alan Humphreys, Group Editor

For further details or to communicate with us please call **01462 81 94 96** e: [admin@countylifemagazines.co.uk](mailto:admin@countylifemagazines.co.uk)  
<http://www.countylifemagazines.co.uk>

County Life Magazines - Hertfordshire • Bedfordshire • Cambridgeshire

*capturing the essence of county life*

# EDITORIAL

*expression*

# COUNTY LIFE MAGAZINES



EDITORIAL EXPRESSION IS ALL ABOUT PRESENTING AN IMAGE THAT APPEALS - a reflection that imitates the standards our readers expect and have come to appreciate. Editorial expression provides a seamless blend to from cover-to-cover, providing a vehicle which ensures each advert is strategically placed to make the most of relevant editorial and thus harnessing the power of creative presentation. We take pride in our work and meticulous attention to detail - after all first impression count and leave a lasting memory.

We take readers on a journey including visits to the most picturesque parts of the county. We reminisce on our past heritage and capture our future heritage. We indulge in a lifestyle section that includes reviews of the very best restaurants in the region.

Our home interest section introduces the best service and product providers and our fashion pages regularly cover prestigious events such as 'Ladies day', weddings and other special occasions.

Property is important and we keep readers up to date with the latest developments and industry comment.

For those book worms our 'New Book' review page is a must read, perhaps between taking a break with our crossword and regular competitions.



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# CIRCULATION

*too good to give away*

# COUNTY LIFE MAGAZINES

FREQUENCY PER YEAR: 4 ISSUES ANNUALLY VIA:

MAJORITY OF INDEPENDENT NEWSAGENTS • WAITROSE • TESCO • ASDA • SAINSBURYS

SPRING: PUBLISHED SECOND WEEK MARCH • SUMMER: PUBLISHED SECOND WEEK JUNE •

AUTUMN: PUBLISHED SECOND WEEK SEPTEMBER • WINTER: PUBLISHED SECOND WEEK DECEMBER •

POST CODE DISTRICTS: **BEDFORDSHIRE COUNTY LIFE**

MK40 IRZ	MK41 OUE	MK43 9JT	SG18 0NA	LU3 3BJ
MK40 1TG	MK41 9BS	MK43 0AR	SG18 9BT	LU3 IPE
MK40 2QH	MK42 8AY	MK45 1LX	SG19 1JA	LU3 2SZ
MK40 4JT	MK42 0BG	MK45 2LU	SG19 1JA	LU4 8JS
MK40 4JH	MK42 0GE	MK45 2PL	SG19 2NP	LU5 5ES
MK41 0SE	MK42 8DD	MK45 5JG	LU1 2LL	LU5 5ES
MK41 7PJ	MK43 8PU	SG5 1PU	LU2 7UG	LU5 4JU
MK41 7QF	MK43 0ST	SG18 0JS	LU2 7SF	LU6 1LW



## OUR READERS - YOUR POTENTIAL MARKET

Discerning, living in both town and country. They might be semi-rural homeowners or town dwellers interested in the finer things in life. They are a mix of parents of young children, professionals with a disposable income achieved either by dual salary, top end single salary or retired on final salary pension.

We are the longest established title in Bedfordshire and in Cambridgeshire we are the only true 'Traditional' County Magazine and our Hertfordshire title completes our portfolio. Our quality titles have a loyal readership who are just as keen to read about the history and heritage of their area as they are interested in shopping locally for home interest products or seeking out the private sector, including education, residential care homes, and private health - or even when considering the purchase of a new home. They also enjoy eating out, both near and far, and look for inspirational days out and ideas for special occasions.

## PROFILE OF OUR READERS

AVERAGE MALE/FEMALE RATIO:

60% female

AGE RANGE:

35 - 75

AVERAGE COMBINED HOUSEHOLD INCOME:

£92,000

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# PRODUCTION

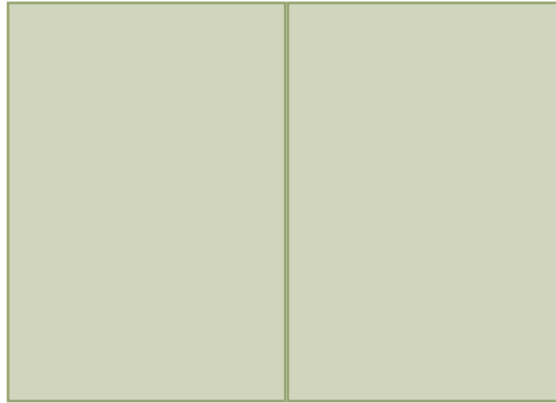
*specification*

# COUNTY LIFE MAGAZINES



#### FULL PAGE

295mm (h) x 210mm (w) Trim  
301mm (h) x 216mm (w) Bleed  
266mm (h) x 190mm (w) Type



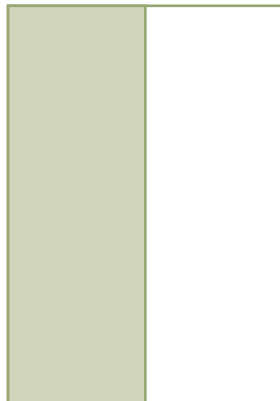
#### DOUBLE PAGE SPREAD

295mm (h) x 420mm (w) Trim  
301mm (h) x 426mm (w) Bleed  
266mm (h) x 400mm (w) Type



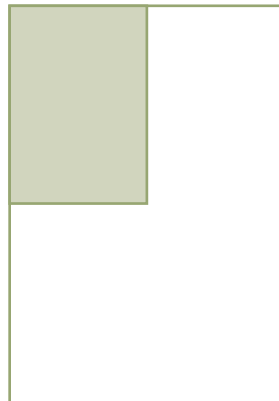
#### HALF PAGE LANDSCAPE

147mm (h) x 210mm (w) Trim  
150mm (h) x 216mm (w) Bleed  
131mm (h) x 190mm (w) Type



#### HALF PAGE PORTRAIT

295mm (h) x 105mm (w) Trim  
301mm (h) x 108mm (w) Bleed  
266mm (h) x 93mm (w) Type



#### QUARTER PAGE

131mm (h) x 93mm (w) Type



Our titles are perfect bound with varnished covers.

High resolution pdfs can be emailed to: [production@countylifemagazines.co.uk](mailto:production@countylifemagazines.co.uk)

We work on state of the art Macs.

Files should be supplied as either a photoshop eps with embedded fonts or as Adobe Acrobat PDF files supplied optimised to print ready quality.

Please check that all images are saved down as CMYK - it is not our responsibility to flight check supplied files, nor do we supply proofs for supplied artwork. Please also ensure crop and bleed marks are in place, where required.

To advertise with us please call **01462 81 94 96** e: [advertising@countylifemagazines.co.uk](mailto:advertising@countylifemagazines.co.uk)  
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# TERMS & CONDITIONS

*the small print*

COUNTY LIFE  
MAGAZINES

• All advertisements and advertorials are accepted subject to the publisher's approval of copy and the availability of space  
• Series bookings which are not completed within the specified and agreed period will forfeit the discount allowance and be re-invoiced at the single insertion rate  
• Cancellation or suspension of pre-booked advertising space and advertorials within eight weeks prior to the copy deadline will be charged for at the rate of 50% of the original agreed rate. Cancellation of advertising space and advertorials booked within eight weeks prior to the copy deadline will be charged for at the rate of 70%. Customers or their representatives or agencies who fail to supply advertising copy to the publisher after the final copy deadline will be charged in full at the agreed rate and the publisher will exercise the right to publish, as seen fit, any advertising copy, which it is considered by the publisher, would benefit the client, or the magazine, on the occasion where advertising or other related copy has failed to arrive or delivered prior to the specified copy deadline  
• Whilst every care is taken to avoid errors, the publishers can not accept liability for any errors or omissions due to inaccurate copy instructions or the negligence of third parties including appointed agencies or representatives  
• Advertiser's artwork and photos etc. are held by the publisher entirely at the owner's risk and the publisher reserves the right to dispose of such items which remain on the publisher's premises twelve months after the date of publication or arrival in the publisher's office  
• Any persons having, or seeming to have authority, for the booking of advertisement or advertorial space, whether employed full time, part time or acting as a representative, freelance, agent or advertising agency, shall remain responsible for the debt and invoice, submitted by the publisher, of the company, partner, or partnership whose name or trading name appears on the order confirmation  
• Order confirmations are approved and accepted by the publisher in acknowledgement of an advertisement or advertorial to be published for which magazine space has been allocated and ordered by the company whose name appears on the order. Any dispute relating to an order or queries there on can only be accepted in writing in advance of publication, not foregoing the terms of cancellation mentioned previously. Failing this, the amount and value shown on the order confirmation shall become payable on publication for the publication in question.

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