

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
<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: CAMBRIDGESHIRE COUNTY LIFE

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|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CB8 0XG | PE28 5NX | CB 8 7EW | CB 1 3HP | PE15 0LL | PE16 6AB | CB 3 0AF | PE14 8RG | PE 3 8DA | CB 8 8EQ | PE 2 8RJ |
| CB22 5LZ | PE27 5BW | CB21 5JG | CB11 3QY | PE15 9TA | CB25 0BA | CB 4 3BU | PE 9 4RN | CB25 0AA | PE 3 9ED | CB 6 1JH |
| CB 4 2JE | PE19 1BN | CB 8 8LE | CB 7 5BH | PE 7 3RP | IP33 1NE | CB24 3BP | PE13 4PG | CB 5 8LD | CB 6 1SE | PE 4 7DH |
| CB21 4JT | PE19 1JZ | CB 1 3TE | CB 1 2BD | PE 1 3SA | CB 7 4LJ | CB24 4QG | CB23 8EL | PE28 2AX | CB 1 2LF | PE15 8LA |
| CB23 7QG | PE19 2SA | CB22 5BS | CB 2 1SJ | PE 2 6XN | CB 1 1EW | CB24 9JD | PE19 1SU | CB24 9JD | PE 4 6NA | PE 2 8GP |
| CB 1 9BF | PE 1 1RA | CB 3 0NJ | PE28 2TA | PE 9 2AL | CB 4 1AL | PE29 1XU | PE 8 4BG | CB 4 2NF | CB 1 7DZ | PE14 0DJ |
| CB 6 3XA | PE15 8RE | CB22 5A | PE28 5PQ | PE 8 6JD | CB23 3RH | PE28 0DR | CB23 7BP | PE15 0QA | PE 3 6DB | PE 2 6XN |
| CB 7 4QJ | CB 8 8XW | CB 2 1QA | PE19 8EF | PE 2 9PA | CB 1 9HU | PE28 2DR | CB 7 5HH | PE15 8TP | PE 6 7DU | CB11 4AP |
| CB24 6AZ | CB25 9DA | CB23 2SG | PE 7 1BA | PE 7 8BD | CB 7 5RT | PE28 2PA | PE28 3PA | PE16 6AJ | PE26 2SB | |



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

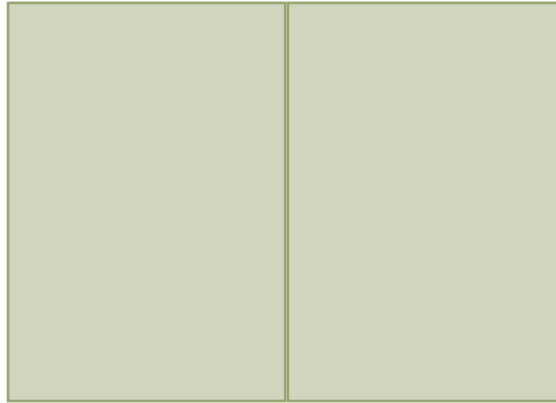
specification

COUNTY LIFE MAGAZINES



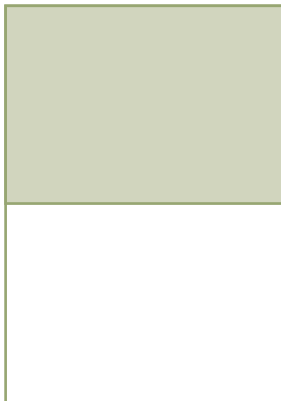
FULL PAGE

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



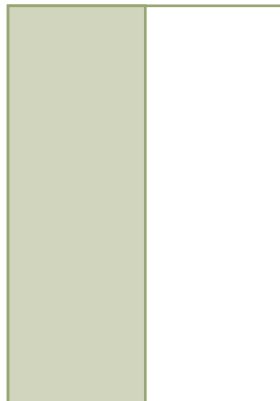
DOUBLE PAGE SPREAD

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



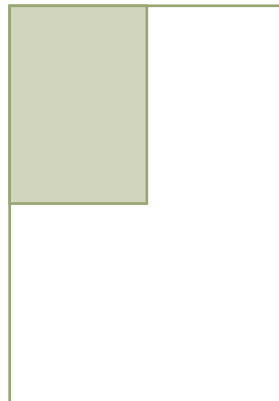
HALF PAGE LANDSCAPE

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

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.

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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 responsibility 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 mention 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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