



# LIVING NORTH

*the magazine for the North East*

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MEDIA INFORMATION PACK

## THE LIFESTYLE MAGAZINE FOR THE NORTH EAST

Living North is the leading lifestyle magazine for the North East of England, providing inspirational features and expert advice on all aspects of lifestyle.

Published monthly, Living North prints on high-quality paper and circulates every copy printed, reaching the most affluent and influential readers across the North of England every month.

Every month we print niche supplements (bagged with the main magazine) on a specific topic: Food & Drink, Interiors, Fashion, Weddings, Education, Health & Beauty, Short Breaks, Gardening and Gallery Guides amongst others, allowing advertisers a unique opportunity to position themselves within highly valued, must-read publications with carefully researched editorial, specifically targeted towards active consumers with a high disposable income.

Living North has a huge number of signature clients who have supported the magazine for many years, some since its inception 18 years ago, which itself is testament to the returns achieved on advertising within the magazine.

Every supplement has additional copies printed for free distribution to key carefully-selected outlets.

We appreciate the increasing demand for publishers to perform on all publishing, marketing and media platforms and in addition to our growing print audience, the number of our digital users continues to grow rapidly thanks to unique, engaging content which no other regional publisher offers.

With continual significant growth in our social media audiences across all platforms; Facebook, Twitter and Instagram, we can offer crucial additional marketing support for our customers.

Our two weekly e-letters (Something for the Week and Something for the Weekend) are sent to a unique list of 58,000 subscribers.

Our innovative online feature Living North Today is a daily look at all aspects of regional life. This popular read encourages a growing daily audience to engage with and explore content on [livingnorth.com](http://livingnorth.com)

# *Brand Promise*

## WHO WE ARE

Living North is the leading lifestyle magazine for the North East

A core readership of **100,000+** affluent, discerning individuals

The only North East regional magazine with a bought and paid for circulation

Highest circulating regional magazine for the North East

Modern, up-market and forward-thinking editorial

Trusted, niche supplements on all aspects of lifestyle

## WHO IS A LIVING NORTH READER?

Affluent, professional, homeowner

AB-profile aged 30+

Responsive readership

21% of readers are subscribers

## WE ARE SOCIAL

A constantly growing, combined digital audience (Facebook, Twitter & Instagram) currently **five times greater** than the next regional magazine

Twice weekly targeted e-letter to **58,000+ subscribers**

# Fast Facts

# Magazine Sales

Biggest copy sales source by ranking

Sainsbury's

Marks & Spencer

Tesco

Waitrose

Morrisons

First independent regional magazine to be accepted by Marks & Spencer

Available in **500+** independent newsagents and alternative outlets across the North East as well as all major newsagent chains and supermarkets

Bespoke stands in key supermarkets mean our audience is able to access each magazine easily

Highest number readers per copy of any regional, paid for magazine in the North East

Areas covered, North East Edition: Borders, Carlisle and North Cumbria, Northumberland, Newcastle upon Tyne and Gateshead, North Tyneside, South Tyneside, Sunderland, Durham, Darlington, Redcar & Cleveland, Stockton on Tees, Middlesbrough and the Tees Valley

Print run: **15,500** copies per edition. Readership **100,000+** per edition.

No copies of Living North are pulped. All are retained from our wholesalers and re-distributed to additional key target areas. (Most publishers pulp 40% of their magazines)



# PRINT RATE CARD

**DOUBLE PAGE SPREAD** £1,800

285mm (h) x 440mm (w)  
291mm (h) x 446mm (w) with bleed. Allow 40mm in the middle of the spread for a gutter, do not put any text in this section, as it may be lost in the spine of the magazine

**FULL PAGE** £950

285mm (h) x 220mm (w)  
291mm (h) x 226mm (w) with bleed. Allow 20mm at each side of the page for a gutter, do not put any text in this section, as it may be lost in the spine of the magazine

**HALF PAGE (HORIZONTAL)** £525

130mm (h) x 194mm (w)

**HALF PAGE (VERTICAL)** £525

265mm (h) x 95mm (w)

**QUARTER PAGE** £375

130mm (h) x 95mm (w)

## PRIME POSITIONS

**INSIDE FRONT** £1,500

285mm (h) x 220mm (w)  
291mm (h) x 226mm (w) with bleed

**INSIDE BACK** £1,500

285mm (h) x 220mm (w)  
291mm (h) x 226mm (w) with bleed

**OUTSIDE BACK** £1,750

285mm (h) x 220mm (w)  
291mm (h) x 226mm (w) with bleed

Guaranteed early right hand page in first 25% of magazine  
+15% premium on rate card

## GATE FOLD

Inside Front Fold Out (3 pages)

Inside Back Fold Out (3 pages) £2,750

Please ring for full specification

**INSERTS** £55

Per 1,000 Inserts

# PRINT ADVERT SPECIFICATION

**FULL PAGE**  
285x220mm

291x226mm  
(with bleed)

**HALF PAGE  
HORIZONTAL**  
130x194mm

**HALF PAGE  
VERTICAL**  
265x95mm

**QUARTER  
PAGE**  
130x95mm

# DIGITAL RATE CARD

With our digital and social audience growing daily, Living North has embraced this new media with energy and enthusiasm allowing us to support marketing campaigns tactically and cost effectively: including our bi-weekly e-letters, Something for the Week (Monday), Something for the Weekend (Thursday), our daily website message Living North Today and through digital features, promotions and listings published on livingnorth.com.

All are supported through Facebook, Twitter and Instagram, where we have an unrivalled regional following. For further information on digital advertising please contact [info@livingnorth.com](mailto:info@livingnorth.com), call 0191 261 8944 or visit [www.livingnorth.com](http://www.livingnorth.com)

# Advertising Options

**LIVING NORTH**  
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ISSUE	ON SALE	SUPPLEMENT*
<b>187</b> January 2018	December	Health Matters
<b>188</b> February 2018	January	Weddings
<b>189</b> March 2018	February	Interiors
<b>190</b> April 2018	March	Fashion Notebook
<b>191</b> May 2018	April	Good Food
<b>192</b> June 2018	May	Look No Further /Out & About
<b>193</b> July 2018	June	Weddings
<b>194</b> August 2018	July	The Coast
<b>195</b> September 2018	August	Kitchens & Bathrooms
<b>196</b> October 2018	September	Short Breaks
<b>197</b> November 2018	October	Fashion Bible Education
<b>198</b> December 2018	November	Living With Art Christmas Guide

\* Subject to change

In addition to our monthly supplements we include focused features and specially prepared 32–64 page run-on sections on everything from property, gardening and galleries to schools and spa breaks.

# Production Schedule

2017-18

## LIVING NORTH EVENTS

Living North has also created four of the largest annual shopping and lifestyle events in the North of England, two at Christmas and two in Spring in both Newcastle and York, attracting in excess of 25,000 visitors at each event and offering yet another opportunity for businesses to showcase their potential in front of a large and discerning audience.

# There's *more*

## CONTRACT PUBLISHING

Living North also produces contract publications for businesses across many sectors including councils, hotels, retail and events.

Living North is an independent publishing company that really understands and cares for the success

of its customers. If you're interested in targeting the largest and fastest growing audience in the North East and want to know more about how you can use any one, or all, of our audience platforms then please get in touch.  
[www.livingnorth.com](http://www.livingnorth.com)  
0191 261 8944

# CONTACTS 2018

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# Get in Touch

## SOCIAL MEDIA



[living\\_north](https://www.instagram.com/living_north)



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