



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.

Living North publishes a minimum of 72 in-house magazines per year, together with several contract publications for major brands and businesses.

Published monthly, Living North magazine prints on high-quality paper and circulates every copy printed, the majority being sold through retail outlets across the North East, 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 20 years ago, which itself is testament to the tangible 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, Instagram and Twitter) 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 55,000 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



Brand Promise

Barbour

Fast Facts

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

23% of readers are subscribers

WE ARE SOCIAL

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

Twice weekly targeted e-letter to **55,000+ subscribers**

Dreamstime.com

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

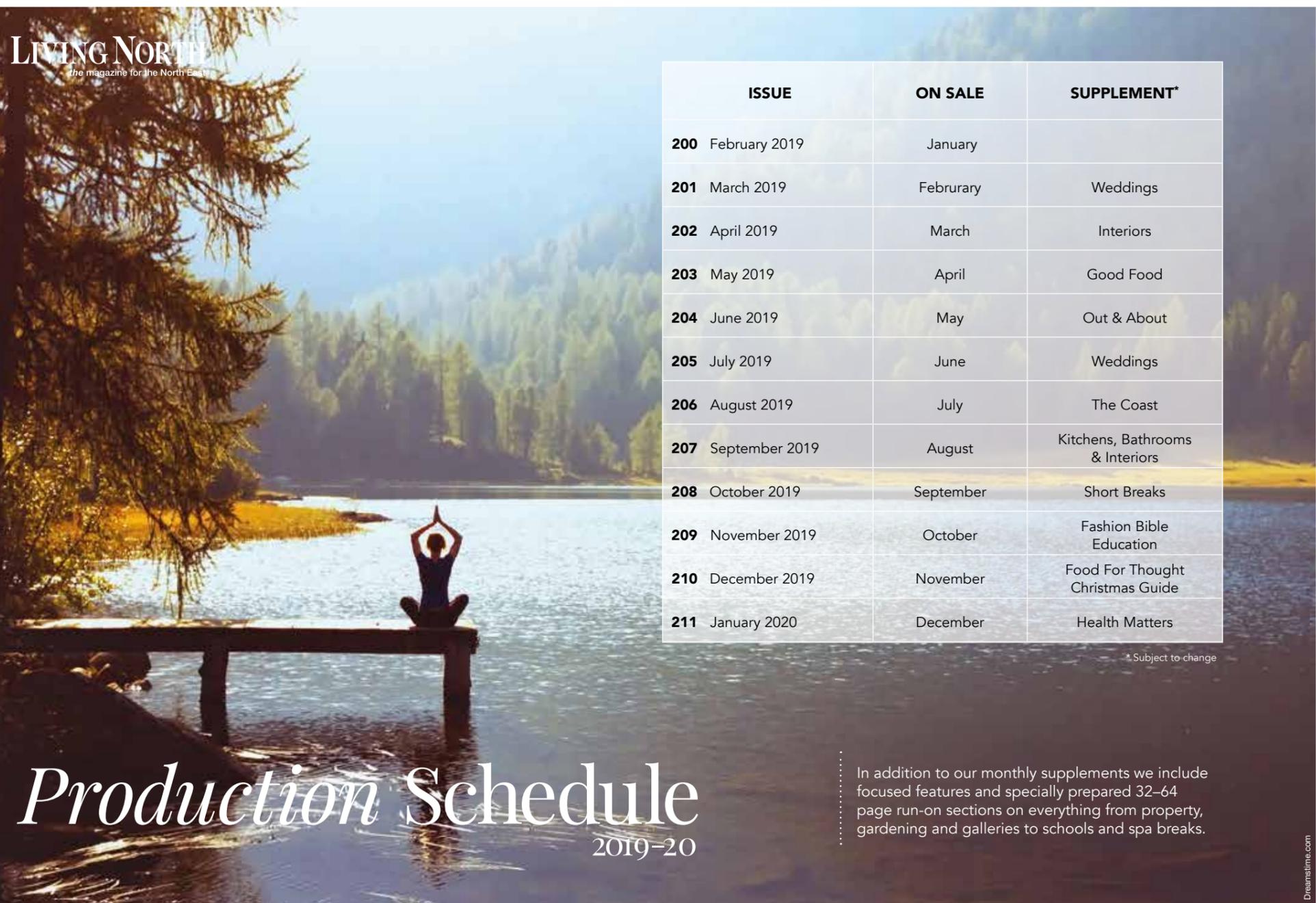
QUARTER PAGE
130x95mm

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 mike@livingnorth.com, call 0191 261 8944 or visit www.livingnorth.com

Advertising Options



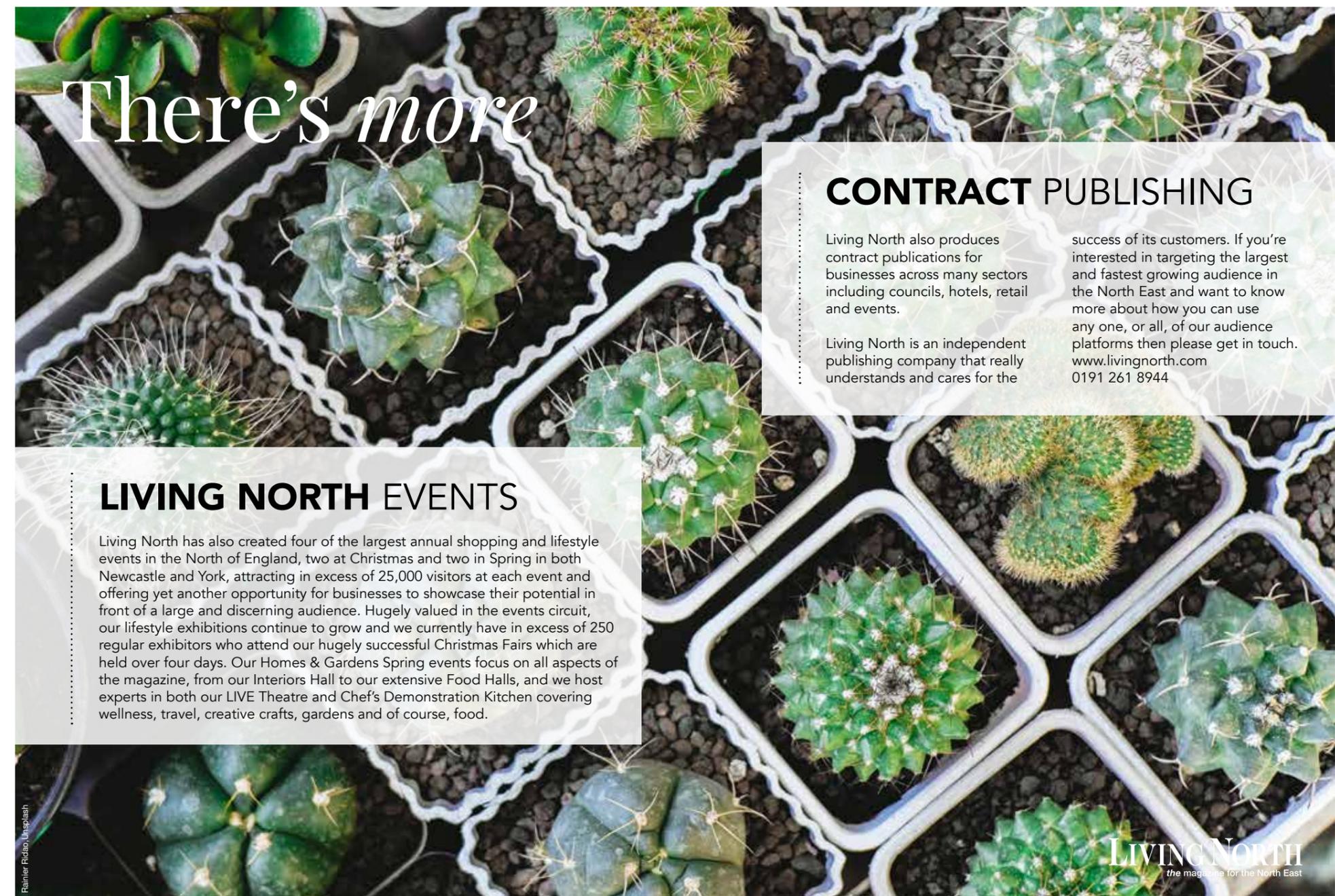
Production Schedule

2019-20

ISSUE	ON SALE	SUPPLEMENT*
200 February 2019	January	
201 March 2019	February	Weddings
202 April 2019	March	Interiors
203 May 2019	April	Good Food
204 June 2019	May	Out & About
205 July 2019	June	Weddings
206 August 2019	July	The Coast
207 September 2019	August	Kitchens, Bathrooms & Interiors
208 October 2019	September	Short Breaks
209 November 2019	October	Fashion Bible Education
210 December 2019	November	Food For Thought Christmas Guide
211 January 2020	December	Health Matters

* 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.



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 0191 261 8944

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. Hugely valued in the events circuit, our lifestyle exhibitions continue to grow and we currently have in excess of 250 regular exhibitors who attend our hugely successful Christmas Fairs which are held over four days. Our Homes & Gardens Spring events focus on all aspects of the magazine, from our Interiors Hall to our extensive Food Halls, and we host experts in both our LIVE Theatre and Chef's Demonstration Kitchen covering wellness, travel, creative crafts, gardens and of course, food.

Get in Touch

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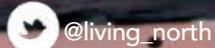
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SOCIAL MEDIA



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