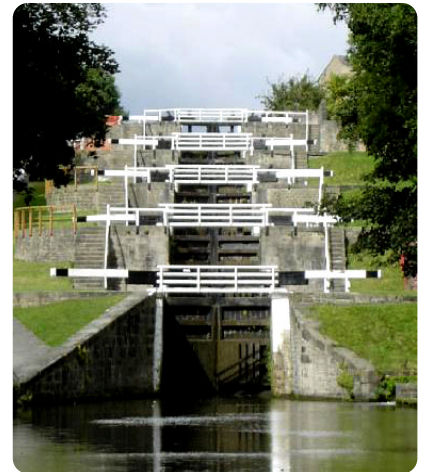


Craven and Aire Valley life

media pack

2010



Aire Valley Life is an A5 country lifestyle magazine for the Craven and Aire Valley, packed full of interesting lifestyle editorial.

With a readership of over 100,000 people, the magazine provides you with a targeted advertising platform to reach potential customers. Craven and Aire Valley Life really is the definitive guide!

The directory is a high quality 64 page A5 glossy, focus and emphasis on quality advertisements, gardening, homes, antiques, food and drink and what's on guide.

Distribution Area

Bingley • Keighley
• Skipton and surrounding villages

Distribution Channels

Post Offices • Tourist Information Centres
Council offices • Town Halls • Leisure centres
Millshops • Country parks

Circulation

Approx 25,000

Readership

100,000

Frequency

Quarterly

Publication Dates

Spring	26/02/10
Summer	25/05/10
Autumn	26/08/10
Winter	26/11/10

Rate structure

double page spread	£575
full page	£375
half page	£225
quarter	£115

Premium space

Inside & outside covers	£450
Sponsorship	£1000

All prices are exclusive of VAT
10% agency discount

Copy requirements

Formats:

We can accept:

- Press-ready PDF files. This is our preferred format.
- Native QuarkXpress, Photoshop, Illustrator files.
- Postscript, EPS, hi-res TIFF and JPEG files

Sending your artwork

Under 10mb: Email to
studio@looppublishing.co.uk
Over 10mb: Send on CD with a colour proof to the address below

Dimensions

Double page spread (DPS)

210h x 297w
(includes 3mm bleed on all sides)

Full page

210h x 148w
(includes 3mm bleed on all sides)

Half page landscape

92h x 128w

Quarter page

92h x 60w



For further information on advertising opportunities please contact

Michaela Horne

michaela@looppublishing.co.uk
or telephone 01282 861982/07840 383759
www.northernlifemagazine.co.uk
2 Sun Street, Colne, Lancashire, BB8 0JJ