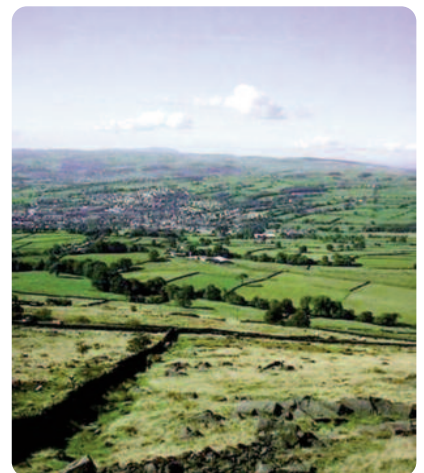


# Craven and Aire Valley life

## media pack

2012



**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

Craven district, Aire Valley

### 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	29/2/12
Summer	29/5/12
Autumn	24/8/12
Winter	23/11/12

### Rate structure

double page spread	£575
full page	£375
half page	£225
quarter	£115
<b>Premium space</b>	
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](mailto: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

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