

northernlife

media pack 2012

Northern Life is a magazine for northerners created by northerners. It provides an ideal opportunity for readers to celebrate their northern heritage, past and present.

With a readership of over 100,000 people, Northern Life magazine provides you with a targeted advertising platform to reach potential customers. Firmly established as the north's most informative and essential read.

The magazine is a high quality 180 page A4 glossy with a strong editorial ratio covering topics such as celebrity interviews, gardening, homes, antiques, food and drink and contains **the North's biggest what's on guide.**



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Publication dates

| | |
|------------------|----------|
| February/March | 30/01/12 |
| April/May | 23/03/12 |
| June/July | 23/05/12 |
| August/September | 23/07/12 |
| October/November | 24/09/12 |
| December/January | 23/11/12 |

Copy deadline two weeks prior to publishing dates.

Rate structure

| | |
|-------------------------|-------|
| double page spread | £2200 |
| full page | £1300 |
| half page | £700 |
| quarter | £375 |
| Premium space | |
| Inside & outside covers | £1500 |

Call to advertise on our website
www.northernlifemagazine.co.uk
prices start at £50.

All prices are exclusive of VAT
10% agency discount

Publication inserts

Leaflets, brochures, booklets.
Your insert can be loose or bound £35 per 1000.

Artwork spec

- Full page (bleed) 216 x 303 (includes 3mm bleed on all sides)
- Full page (no bleed) 190 x 277
- Half page portrait 92 x 277
- Half page landscape 190 x 135
- Quarter page 92 x 135

Email to design@looppublishing.co.uk

If you have any queries please contact Ben Bradley (Senior Designer) The Northern Life Centre, 2 Sun Street, Colne, Lancashire, BB8 0JJ
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A Great New Look...



Northern Life is now on sale at selected:-



On sale in all good newsagents, major supermarkets, tourist information centres, council offices, mill shops, museums, railway/bus stations, post offices, garden centres and farm shops.

Covering east and west Lancashire, north and west Yorkshire

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www.northernlifemagazine.co.uk

