



MEDIA KIT
& RATECARD
2011/12

life+style
MAGAZINE

WELCOME

Published by award-winning design agency Capital Media, this fresh, unique publication is proving a popular read and an invaluable advertising tool. Since its conception in 2008, the Life&Style brand has become synonymous with the quality and high editorial standards that our readers and advertisers alike have come to expect from us.

And that brand is crucial to everything we do. The term 'lifestyle' provides a means by which our advertisers endeavour to target and match consumer aspirations with their products.

With a print-run of 15,000 and a unique, intelligent quarterfold format, our advertisers consider Life&Style Magazine to be an essential and crucial part in delivering their advertising message effectively. Our target audience of 20-55 year-olds enjoy going out, trying new things, meeting new people and they lead a motivated and ambitious lifestyle. They are professional people with large, disposable incomes.

But while advertising is important, our editorial standards, independence and dedication to our readers is a critical part of our publication. Our experienced and articulate writers pride themselves on delivering unique and interesting features, typically focussed on Nottinghamshire's people, history, culture, entertainment, fashion, food and drink and homes, gardens and interiors.

For centuries, the Midlands has played a dominant and critical role in the development of the United Kingdom as a whole. As a regional publication, our mission is simple; to showcase the area's rich history and provide an invaluable platform to promote the district and what it has to offer for many more generations to come, while providing a fantastic read.

Style with substance.

THE ARTS, FASHION & CULTURE JOURNAL FOR NOTTINGHAMSHIRE

The logo for Life&Style Magazine features the words 'life' and 'style' in a large, lowercase, sans-serif font. A bright pink plus sign is positioned between the two words. Below 'life' and 'style' is the word 'MAGAZINE' in a smaller, uppercase, sans-serif font. The entire logo is set against a background of light grey, swirling, circular patterns.

life+style
MAGAZINE

WHO READS Life+Style

Our target demographic of ABC1, 20-55 year-olds enjoy going out, trying new things, meeting new people and they lead a motivated and ambitious lifestyle. They are predominantly female, in professional roles, with large, disposable incomes, typically young in outlook.

They are typically interested in dining out, travelling, the latest fashion and beauty trends and like to keep up with current affairs, politics and the newest technologies.

Why specifically target women, you may ask? Research from NFWBO (National Federation of Woman Business Owners) shows that women are the primary decision makers for consumer goods in 85% of households.

Women make 75% of decisions about buying new homes and make 81% of the decisions about groceries. They influence at least 80% of all household spending. According to Verdict Research, women now also spend 10% more than men, on average, on the internet.

Lifestyle magazines are commonly recognised for their increased shelf life, hence their popularity with advertisers. Life&Style is bi-monthly, ensuring that more copies are read more than once in doctors' and dentists' surgeries and waiting rooms throughout the region.

22,500
discerning readers...

31% of readers of the average magazine spend 1 hour or more reading a publication*

Magazine readership is heaviest among key demographic groups such as ABC1s (79.5% Read a magazine measured by NRS)**

81.8% Of women and 68.9% Of men read one of the 183 magazines measured by NRS.**

* Source: NRS Jan-Dec 2007, 250 titles surveyed

** Source: NRS 2006. These figures relate to the 183 magazines on the NRS (out of more than 3,200 consumer magazines published in the UK).

DISTRIBUTION

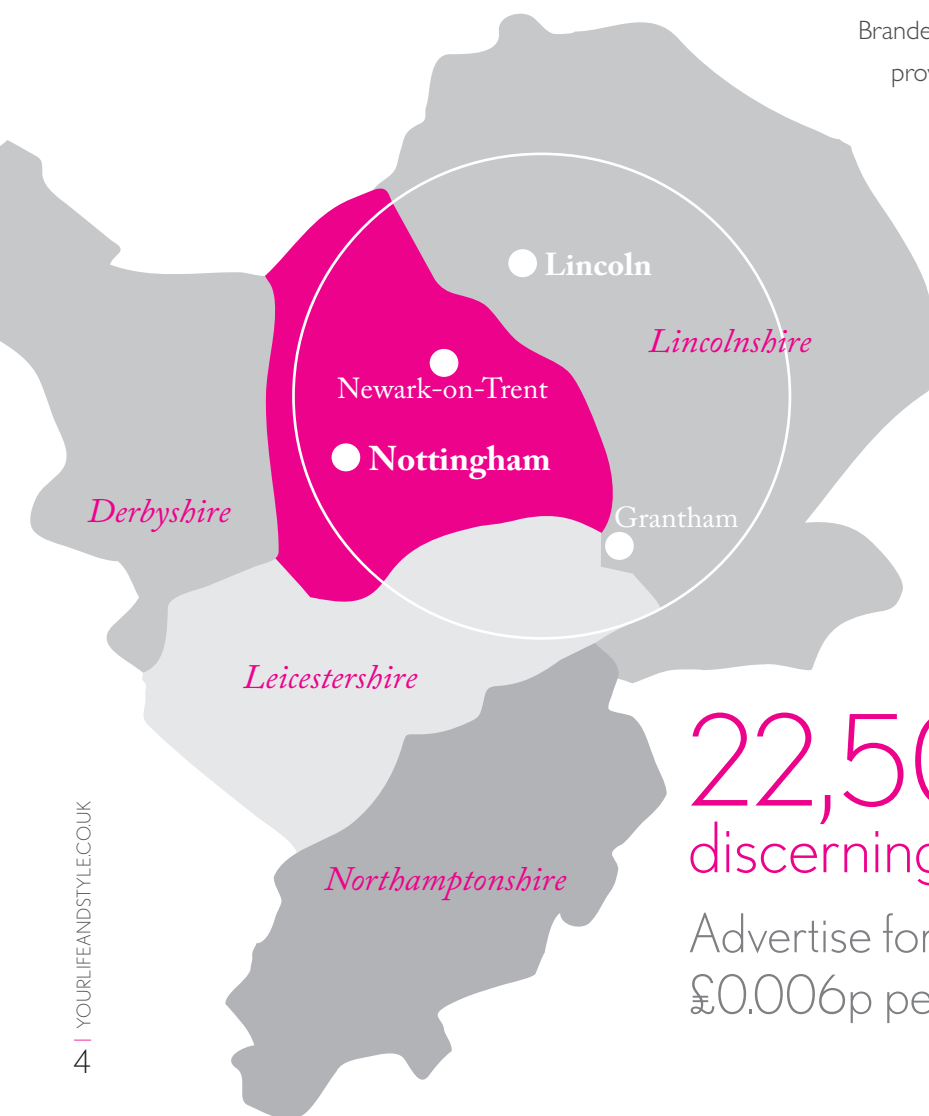
Carefully planned and targeted distribution is the key to the magazine's success in terms of gaining increased readership levels. A large print run of 15,000 full colour copies ensures that our readers have an even greater chance of being able to pick up a copy of the magazine in some 40 outlets across Nottingham, Newark, Southwell, Grantham, Lincoln and the villages and towns in between. These include the finest bars, restaurants, hotels,

public houses, retail outlets, businesses and many more across the East Midlands.

Among our stockists are our key distributors – Marks and Spencer, Newark's Northgate Train Station, Premier Inn and Boots the Chemists in Newark, Trent FM Arena Nottingham, Hart's Hotel, The Living Room, The Lace Market Hotel, Waitrose Newark and Starbucks stores throughout the region.

Branded eye-catching magazine stands are provided to our larger outlets in order to ensure our readers know where they can pick up the magazine.

Our outlets are carefully selected according to the lifestyle choices of our target audience, meaning that your advertising is specific and most importantly, relevant.



Waitrose

YOUR M&S



22,500
discerning readers...

Advertise for as low as
£0.006p per reader

A SOLID BRAND

Just because we provide a medium upon which to advertise, it doesn't mean we don't have to do it ourselves.

Life&Style invests heavily in its marketing activities within the community to ensure the brand is kept in the forefront of people's minds, for the benefit of our clients.

This includes our sponsorship of the Newark and Sherwood Sports Awards, Newark Carnival, Southwell Flower Festival and the Newark Jazz Festival to name but a few, along with our own events such as the Life&Style Ladies' Night at Nottingham Racecourse.

Our design and the brand we have created was recognised at the Newark Business Awards 2008, where Life&Style's parent company, Capital Media, accepted the first ever Creative Industries Award – recognising excellence in design and print.

We offer a complimentary design service for all of our clients, meaning that you're in the safe, knowledgeable hands of an award-winning creative agency when advertising with us.

The magazine has been regularly featured on television and radio, both locally and nationally, on popular household soap operas such as Emmerdale, and radio stations such as Trent FM, Heart 106 and BBC Radio Nottingham.

Life&Style Magazine has been featured in national television programmes such as Emmerdale

Media partnerships with regional media such as Gem 106, Capital and BBC Radio Nottingham

We sponsor and organise many local and regional events such as the Life&Style Magazine Ladies' Night at Nottingham Racecourse



RATECARD

Directory Advert	£45.00 +vat
Quarter Page	£135.00 +vat
Half Page	£225.00 +vat
Full Page	£395.00 +vat
Double-page	£675.00 +vat

Special positions (where available)

Outside Back Cover	£510.00 +vat
Inside Back Cover	£470.00 +vat
Inside Double	£720.00 +vat
Page 5 Solus	£150.00 +vat
Bound-in Promotion (per page)	£510 +vat
Leaflet Distribution (per 1000)	£55 +vat

Internet Advertising

Static Banner (per week)	£40 +vat
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Reader Offers

Opportunities are available to promote reader offers in conjunction with Life&Style. Discounts may be offered for participating in this scheme.

Series Discounts

3 Editions -	10% discount
4 Editions -	15% discount
5 Editions -	20% discount
6 Editions -	25% discount

Half Page (Portrait)
180mm x 123mm
£225.00 + VAT

Double Page Spread
400mm x 270mm
£675 + VAT

Directory Size
88mm x 60mm
£60.00 + VAT

Full Page
200mm x 270mm
£395 + VAT

Quarter Page
88mm x 123mm
£135.00 + VAT

Half Page (Landscape)
180mm x 123mm
£225.00 + VAT

You'll also be included for **FREE** in our popular online edition with direct links to your website from the magazine



RSViP Partner Advertising

RSViP is Nottingham's first exclusive lifestyle members' club, offering discounts on a wide range of products and services across Nottingham. With more than 80 establishments affiliated with RSViP including bars, restaurants, shops, salons and more - there is truly something for everyone. RSViP members and current business affiliates receive 10% discount on our standard rates.

Quarter Page	£130.50
Half Page	£216.00
Full Page	£369.00
Double-page	£630.00

Series Booking Discount	
6 Editions	20% discount
3 Editions	10% discount

Special positions (where available)	
Outside Back Cover	£459.00
Inside Back Cover	£423.00
Inside Double	£693.00
Directory	£31.50

OFFER PROMOTION PACKAGE - £275.00+VAT

We are offering you the chance to become an affiliate of RSViP to enable you to promote your EXCLUSIVE offer specifically created for RSViP members within the pages of Life&Style magazine and via the RSViP website.

Benefits include:

- Logo placement within the relevant category of the RSViP website
- Display of your Contact details
- Direct web link
- 4 x mail shots sent out to the RSViP database throughout the year for you to use as you wish e.g for press releases/to promote an event/special offers etc...
- Discount from Events management services through RSViP
- Discount from RSViP Membership for up to 4 members of staff.

PLUS: You will have your very own directory advert within the RSViP feature of Life&Style magazine for a whole year (6 issues) for you to actively promote your special RSViP offer. your artwork will be designed FREE of charge and you can change it in every issue if you wish.

TECHNICAL SPECS

Supplied Artwork

Finished artwork to be supplied in high resolution Adobe PDF format with all images and fonts embedded. A colour proof should be sent with your artwork for reference.

- If you require an advert to be made up, please supply advert copy in Microsoft Word file or text format and supply hi resolution images as jpeg, tiff or eps format at minimum of 300dpi.
- Adobe InDesign, Illustrator and Photoshop files are acceptable - ensure files are saved in editable format with CMYK graphics.

When supplying artwork, please do not supply files containing a Pantone colour reference. Most modern printing presses only allow for a four colour process to be used, and so any image or colour must be a CMYK value. The tone black should be supplied at: C-60 M-50 Y-40 K-100

Please make sure that no RGB images are used. If you are unsure of whether your advertisement will

publish correctly, please contact a member of our graphic design team who will be happy to help you in exporting your artwork to the correct standard. We cannot accept Microsoft Word, Publisher or Corel Draw formats. JPEGs should be avoided.

Advertisement Sizes

5mm bleed required on each edge for full and double page sizes. Please supply without bleed and trim marks.

Full Page - 200 x 270mm

Half Page Landscape - 180mm x 123mm

Half Page Portrait - 123mm x 180mm

Quarter Page - 88 x 123mm

Directory Advert - 88 x 60mm

Double Page Spread - 400mm x 270mm

Printed on a 70gsm part-recycled stock

Advertising: 50%, Editorial: 50%.

Published bi-monthly. Print-run: 15,000.

Readership: 22,500

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