

Media Information Pack



Pure weddings

A bridal magazine covering the
North West and **Yorkshire**

Brought to you by
LANCASHIRE LIFE **CheshireLife** **YorkshireLife**

These magazine titles are part of **ARCHANT** } **LIFE**

Publishers of Lancashire Life, Cheshire Life, Yorkshire Life, Lake District Life, North East Life, Living Edge and Pure Weddings



Pure Weddings

DISPLAY RATES 2012

FULL PAGE	£1595
HALF PAGE	£850
QUARTER PAGE	£495
1/8TH PAGE	£295
OUTSIDE BACK	£2200
INSIDE BACK	£1795
INSIDE FRONT	£1795
PAGE 1	£1795
INSIDE FRONT & PAGE 1 (DPS)	£3495

Classified rates: £30 per single column cm

prices are subject to the current rate of VAT

INSERTS

Prices on application.

Loose inserts from £45 per thousand

Bound in from £65 per thousand

SUBJECT TO AVAILABILITY AND ACCEPTANCE

These magazine titles are part of **ARCHANT** } LIFE

Publishers of Lancashire Life, Cheshire Life, Yorkshire Life, Lake District Life, North East Life, Living Edge and Pure Weddings



Contacts

LANCASHIRE LIFE *incorporating* LAKE DISTRICT LIFE

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Archant } Life Ltd. Registered in England 3518941. VAT Reg. No. 785395867

Mechanical Data Sheet

SUPPLIED ARTWORK



MAILING ADDRESS:

Production Department
Archant Life, 3 Tustin Court, Portway,
Preston, PR2 2YQ.

If you have any problems or queries
regarding supplied artwork
please contact us.

ACCEPTED FORMATS

Our preferred format is Adobe Acrobat
PDF created in Distiller; these must be

- Hi-res (press-optimised)
 - Fonts Embedded
 - Pre-flight check is advisable
- We can also accept the following formats
- Photoshop TIFF, EPS (CMYK, 300dpi)
 - Illustrator EPS (fonts outlined, tiff linked graphics)
 - Adobe Indesign EPS (fonts outlined)

*Note: We do not accept open documents of
Quark, Indesign and Illustrator etc.*

SPECIFICATION

- Fonts must be embedded or outlined.
- Picture files for adverts must be in TIFF or EPS format, in **CMYK** and in **ASCII** format. No Jpegs/ Jpeg encoding
- Picture resolution must be no less than **300dpi**.
- All colours to be CMYK Process Separation only.
- No Spot Pantone or RGB colours to be supplied.

FONTS

We are licensed to use all fonts from Adobe libraries. If you are supplying a typeface from any other 'foundry' please ensure that you have the permission to pass on to a third party for reproduction.

ARTWORK DEADLINES

As agreed with your sales contact

FILE NAMING

To prevent problems identifying your advert Ad files or folders should be named as:

Advert URN_Client Name_Insertion Date

If you are sending amended artwork please put **AMEND** at the beginning of the filename and please notify your sales contact.

DELIVERY METHOD

- **Adfast:** Details on how to register and send ads are on www.adfast.co.uk
Customer service line is **0870 240 2717**
- **Compact Disc** (No Zip Discs or Floppy Discs)
- **Email:** Our email address to submit artwork is:
suppliadadsnorth@archant.co.uk

**PLEASE PLACE ANY TEXT AT LEAST 15MM
FROM EDGE OF TRIM AREA ON BLEED ADS**

SIZE BOOKED	ADVERT AREA (mm)	WITH BLEED (mm)	TRIM SIZE (mm)
DOUBLE PAGE SPREAD	406w x 271d*	432w x 303d	420w x 297d
FULL PAGE	190w x 270d	216w x 303d	210w x 297d
HALF PAGE LANDSCAPE	190w x 133d	216w x 151d	210w x 148d
HALF PAGE PORTRAIT	93w x 270d	105w x 303d	102w x 297d
QUARTER PAGE PORTRAIT	93w x 133d	N/A	N/A
QUARTER PAGE LANDSCAPE	190w x 65d	N/A	N/A
EIGHTH PAGE	93w x 65d	N/A	N/A

* Please allow 26mm clearance for clearance of gutter • No text within 10.5mm of gutter
NB single column = 45mm

Advert Sizes

Advert space is sold in the following sizes please make sure your artwork is the correct dimensions for the advert booked.








PLEASE PLACE ANY TEXT AT LEAST 15MM FROM EDGE OF TRIM AREA ON BLEED ADS

Files sent beyond deadline, without a hard-copy proof or without the correct name may result in the deletion of the advert or the wrong advert appearing in the magazine.

Archant Life cannot be held responsible for errors, omissions or missed ads as a result of technological incompatibilities.

Please note: We do not supply proofs of Electronic Advertisements.

Advert sizes

	DOUBLE PAGE SPREAD	Image Area	406mm x 271mm
		Advert Size inc Bleed	432mm x 303mm
	FULL PAGE	Image Area	190mm x 270mm
		Advert Size inc Bleed	216mm x 303mm
	HALF PAGE LANDSCAPE	Image Area	190mm x 133mm
		Advert Size inc Bleed	216mm x 151mm
	HALF PAGE PORTRAIT	Image Area	93mm x 270mm
		Advert Size inc Bleed	105mm x 303mm
	QUARTER PAGE PORTRAIT	Image Area	93mm x 133mm
		Advert Size inc Bleed	N/A
	QUARTER PAGE LANDSCAPE	Image Area	190mm x 65mm
		Advert Size inc Bleed	N/A
	EIGHTH OF A PAGE	Image Area	93mm x 65mm
		Advert Size inc Bleed	N/A

Please Note: Single Column = 45mm

Copy Deadlines

SPRING/SUMMER 2012 AUTUMN 2012 WINTER 2012/13

Sales Deadline	16.3.12	10.8.12	9.11.12
Raw Copy Deadline			
Complete Artwork Copy Deadline	6.4.12	7.9.12	10.12.12

Special Publishing Services

LIMITED EDITIONS - FEATURING YOUR COMPANY:

If you are celebrating an anniversary, centenary, new product launch or other special event Life Magazines can help you commemorate your red letter day in style with a limited edition featuring your company on the front cover. An impressive and novel way to mark a special occasion, to thank your loyal employees for their efforts or your clients for their custom. The cost is surprisingly low and with copies of Life Magazines typically being kept for years, your message will last a long time.

For more information contact your sales executive

SPONSORSHIP:

The sponsorship opportunities available with Life Magazines offer you the chance to be linked to top quality, regular articles, features or pages. Sponsorship provides an excellent way to maximise awareness in an unusual and eye-catching way.

For more information contact your sales executive.

REPRINTS/RUN-ONS:

Life Magazines can create reprints or run-ons of any advertisement or article for use as future promotions or marketing activity. Run-ons must be requested prior to publication.

For more information contact your sales executive.

ADVERTISEMENT DESIGN:

Our creative team can create customised, eye-catching advertisements, advertorials, inserts and other promotional items according to your specifications.

For more information please contact your sales executive.



Standard Conditions of Acceptance of Advertisements

In signing the Advertisement Order the customer offers to place one or more advertisements with Archant Life Ltd (hereinafter called 'The Company') on the terms and conditions herein stated, such offer being accepted by The Company subject as is hereinafter set out, when a copy of the said signed advertisement order is received by The Company.

1. The proprietors reserve the right to refuse to insert any advertisement, which they consider unsuitable for publication and shall not be liable for failure of an advertisement to appear for any cause whatsoever.
2. No responsibility can be accepted for damage to, or loss of artwork or other advertising material.
3. No guarantee can be given that orders facing matter will appear as such. However the difference between facing matter and ordinary position rate will be refunded when it is impossible to meet the conditions of that order. (Wherever possible, the advertiser will be informed prior to publication).
4. Advertisement rates are subject to immediate revision at any time and orders are accepted on condition that the price binds The Company only in respect to the next issue to go to press. In the event of a rate increase, the advertiser or agent will have the option of cancelling the order or of continuing at the revised advertisement rates.
5. Cancellations: Colour or special cover positions 3 months; mono 2 months before publication date. Cancellation of series bookings will incur surcharge on insertions, which have already appeared.
CANCELLATIONS ARE ONLY ACCEPTABLE IF RECEIVED IN WRITING BY ARCHANT } LIFE LTD AT 3, TUSTIN COURT, PORT WAY, PRESTON, LANCASHIRE, PR2 2YQ.
6. Copy deadline: Generally, copy deadline is around the 20th of the month, approximately 5 weeks before publication. (e.g. 24th July being the deadline for September issues). Please apply for specific deadlines dates.
7. In the event of copy not being supplied on time, the proprietors reserve the right to repeat any previous advertisement.
8. All advertisements are accepted on the understanding that any descriptions relating to goods or services do not in any way contravene the provisions of Trade Descriptions Act 1968.
9. The advertiser will indemnify the proprietors and the printers against any damages they may sustain in consequence of publication of his/her announcement.
10. The proprietors reserve the right to refuse to insert any advertisement, which they consider unsuitable for publication and shall not be liable for failure of an advertisement to appear for any cause whatsoever.
11. No responsibility can be accepted for damage to, or loss of artwork or other advertising material.
12. No guarantee can be given that orders facing matter will appear as such. However the difference between facing matter and ordinary position rate will be refunded when it is impossible to meet the conditions of that order. (Wherever possible, the advertiser will be informed prior to publication).