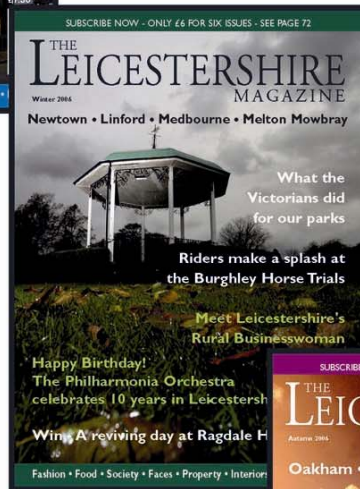


THE LEICESTERSHIRE MAGAZINE



mediainformationpack



ARCHANT } LIFE

Publishers of Lancashire Life,
Cheshire Life, Yorkshire Life,
Lake District Life, Derbyshire
Life, Living Edge, Peak
District Life, Pure Weddings,
Pure Cheshire, Pure
Yorkshire and
Pure Lancashire

ARCHANT } LIFE

Publishers of Lancashire Life, Cheshire Life, Derbyshire Life, Leicestershire Magazine, Yorkshire Life, Lake District Life, Peak District Life, and Pure Weddings.

THE LEICESTERSHIRE MAGAZINE

Circulation:

10,000

Frequency:

Quarterly

Style:

A4 Glossy

Launched:

2006

Editor:

Carol Burns

Cover Price:

£1.50

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THE LEICESTERSHIRE MAGAZINE

The Leicestershire Magazine is an A4, perfect bound glossy magazine bringing you the very best aspects of each season in Leicestershire.

The Leicestershire magazine now has a print run of over 10,000 copies which are on sale in newsagents and supermarkets throughout the Leicestershire area and each issue of the magazine will focus on a town or village within the area.

We also distribute the magazine at shows and events within the Leicestershire area, such as The Leicestershire Show and Rutland Country Show. A full program of promotions is planned including regular luncheons.

As with our other publications, there will be property editorial in each issue of the magazine and we are happy to accept press releases from you that would be suitable for this.

THE LEICESTERSHIRE MAGAZINE

Town & Village Features 2007

Spring

Market Harborough
Woodhouse Eaves
Belton

Summer

Ashby-de-la-Zouch
Braunston
Seagrave

Autumn

Tilton-on-the-Hill
Gaddesby
Little Twycross
Loughborough (Charnwood)

Winter

Nailston
Somerby
Stoney Stanton
Uppingham (Rutland)

THE LEICESTERSHIRE MAGAZINE

Property Dates & Deadlines 2007

ISSUE	BOOKING DATE	COPY DEADLINE	PUBLICATION DATE
Spring	2 nd Feb	9 th Feb	28 th February
Summer	4 th May	11 th May	28 th May
Autumn	3 rd Aug	10 th Aug	27 th September
Winter	2 nd Nov	9 th Nov	26 th November

THE LEICESTERSHIRE MAGAZINE

Display Advertisement Rates 2007

SIZE	FULL COLOUR POSITION
FULL PAGE	£750
HALF PAGE	£395
QUARTER PAGE	£199
EIGHTH PAGE	£110

COVER POSITIONS	
INSIDE FRONT COVER	£850
INSIDE BACK COVER	£800
OUTSIDE BACK COVER	£950

Loose and bound in inserts available.
Full details and quotations available on request.
All inserts subject to availability.

All rates are subject to VAT at the prevailing rate. Agency discount of 10%.
Guaranteed positions 10% extra and are subject to availability only.

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THE LEICESTERSHIRE MAGAZINE

Special Publishing Services

LIMITED EDITIONS – FEATURING YOUR COMPANY ON THE FRONT COVER:

If you are celebrating an anniversary, centenary, new product launch or other special event The Leicestershire Magazine 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 The Leicestershire Magazine having a long shelf life, your message will last a considerable time.

For more information contact your sales executive.

SPONSORSHIP:

The sponsorship opportunities available with The Leicestershire Magazine 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:

The Leicestershire Magazine can create reprints or run-ons of any advertisement or article for use in 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 contact your sales executive.



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THE LEICESTERSHIRE MAGAZINE

Contact Information

Editor: Carol Burns

All enquiries: 01772 722022

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Designers: Michelle Beaumont

Production Controller: Eileen Williams

Sales Manager: Mandy Halstead 07725 829566

Sales Executive: Beverley Bearder Tel: 07841 492140

Property Sales Executive Susan Foster Tel: 07725 829562

Property Sales Manager: Naomi Lee: Tel 07979 357725

Publisher: Chris Jennings

PA to Regional Managing Director: Linda Anders

Regional Managing Director: Liz Page

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Registered in England 3518941. VAT Reg. No. 785395867

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THE LEICESTERSHIRE MAGAZINE

Sister Publications

YORKSHIRE LIFE

* Audited Circulation:	21,864
* Readership:	153,048
* Frequency:	Monthly
* Launched:	1946
* Editor:	Esther Leach
* Cover Price:	£2.75

Advertising Contacts:

Advertisement Sales:	Les Banton Mob: 07815 200702
E-mail:	les.banton@yorkshirelife.co.uk
Property Sales Mgr:	Naomi Lee Mob: 07979 357725
E-mail:	naomi.lee@yorkshirelife.co.uk

Derbyshire Life *and Countryside*

* Audited Circulation:	13,297
* Readership:	93,079
* Frequency:	Monthly
* Launched:	1931
* Editor:	Joy Hales
* Cover Price:	£2.20

Advertising Contacts:

Advertisement Sales:	Mandy Halstead 07725 829566
E-mail:	mandy.halstead@archant.co.uk
Property Sales Exec:	Susan Foster, Mob: 07725 829562
E-mail:	susan.foster@peakdistrictlife.co.uk

PEAK DISTRICT LIFE

* Circulation:	10,500
* Frequency:	Bi-monthly
* Launched:	2004
* Editor:	Janette Sykes
* Cover Price:	£1.75

Advertising Contacts:

Advertisement Sales:	Mandy Halstead 07725 829566
E-mail:	mandy.halstead@archant.co.uk
Property Sales Exec:	Susan Foster, Mob: 07725 829562
E-mail:	susan.foster@peakdistrictlife.co.uk

ARCHANT } LIFE

Publishers of Lancashire Life, Cheshire Life, Derbyshire Life, Leicestershire Magazine, Yorkshire Life, Lake District Life, Peak District Life, and Pure Weddings.

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. 5.1 We are not obliged to accept a cancellation request (which We may require to be made in writing) and will not be deemed to have done so unless We have issued a cancellation number to You. 5.2 If We accept a cancellation for part of a series of Advertisements We may surcharge You for any insertion in that series which are not cancelled.
6. Copy deadline: Generally, copy deadline is around the 20th of the month, approximately 5 weeks before publication. (e.g. 20th 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. Credit terms: Payment is required within 20 days of the date of invoice. 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.
11. 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.
12. No responsibility can be accepted for damage to, or loss of artwork or other advertising material.
13. 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).
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15. 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.
16. Copy deadline: Generally, copy deadline is around the 20th of the month, approximately 5 weeks before publication. (e.g. 20th July being the deadline for September issues). Please apply for specific deadlines dates.

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