

Craven and ValleyLife



MEDIA GUIDE

Established for over six years **Craven and ValleyLife** magazine still continues to grab the attention and imagination of its loyal readers. It's circulated free of charge throughout Craven, Airedale, Wharfedale, and the Dales. It may only be A5 in size but as you know 'good things come in small packages'! Produced on a quarterly basis this exciting publication is distributed to hotels, restaurants, shops, tourist information centres, museums, libraries and a selection of homes in

the desirable post code areas. We also have regular presence at local events and shows, actively supporting the areas and our army of loyal advertisers to ensure that you receive the best response for your business. **Craven and ValleyLife** magazine has a longer shelf life than its other competitors due to its comprehensive What's On guide, offering a wealth of opportunities for local folk.

CONTENT

The area's biggest What's On guide

Celebrity interviews

Local news and views

Food and Drink

Fashion

Antiques

Homes and Gardens



RATES AND SIZES

	1 insertion	3 insertions	6 insertions
DPS	£520	£470	£380
Full Page	£275	£250	£200
Half Page	£150	£135	£110
Quarter Page	£90	£80	£70

Please note all prices are exclusive of VAT

PUBLICATION DATES

- Spring 06/03/17
- Summer 01/06/17
- Autumn 01/09/17
- Winter 03/11/17

Copy deadline two weeks prior to publishing dates.

<p>A5 Full page (bleed) 154mm wide x 216mm high (includes 3mm bleed on all sides)</p> <p>A5 Full page (no bleed) 128mm wide x 190mm high</p>	<p>A5 Half page (landscape) 128mm wide x 92mm high</p>	<p>A5 Half page (portrait) 60mm wide x 190mm high</p>	<p>A5 Quarter page 60mm wide x 92mm high</p>
--	---	--	---

WEB RATES

Sizes:	Leaderboard	MPU
up to 5,000 impressions	£25 cpm	£20 cpm
up to 20,000 impressions	£20 cpm	£15 cpm
up to 50,000 impressions	£17 cpm	£12 cpm
up to 100,000 impressions	£15 cpm	£10 cpm



Craven and ValleyLife also has a very active and ever growing social media presence via Facebook and our website.



Loop Publishing Ltd, 2 Sun Street, Colne, Lancashire. BB8 0JJ
Tel: 01282 861982 Email: info@looppublishing.co.uk
www.northernlifemagazine.co.uk



Please send all artwork to design@looppublishing.co.uk

www.cravenandvalleylifemagazine.co.uk

