

ColneLife



Craven and ValleyLife

MEDIA GUIDE

Established for over six years **Craven and ValleyLife** and **ColneLife** magazines still continue to grab the attention and imagination of loyal readers. **Craven and ValleyLife** is circulated free of charge throughout Craven, Airedale and Worth Valley and **ColneLife** is a firm favourite throughout Colne and Pendle.

They may only be A5 in size but as you know 'good things come in small packages'! Produced on a quarterly basis these exciting publications are 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 and **ColneLife** magazine have a longer shelf life than other competitors due to their comprehensive What's On guides, offering a wealth of opportunities for local folk.



CONTENT

- CELEBRITY INTERVIEWS
- LOCAL NEWS AND VIEWS
- FOOD AND DRINK
- LIFESTYLE
- HOMES AND GARDENS
- WHAT'S ON GUIDE



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www.looppublishing.co.uk



PAGE RATES AND SIZES

For insertion into one magazine

	1 insertion	2 insertions	3 insertions	4 insertions
DPS	£500	£400	£375	£325
Full Page	£250	£200	£187	£162.50
Half Page	£125	£118	£112.50	£100
Quarter Page	£75	£71.25	£67.50	£60

For insertion into both CravenandValleyLife and ColneLife

	1 insertion	2 insertions	3 insertions	4 insertions
DPS	£425	£340	£300	£227.50
Full Page	£212.50	£170	£165	£113.75
Half Page	£118.75	£112.81	£101.25	£80
Quarter Page	£71.25	£67.69	£60.75	£48

Please note all prices are exclusive of VAT

Please send all artwork to design@looppublishing.co.uk
www.cravenandvalleylifemagazine.co.uk www.colnelifemagazine.co.uk

ARTWORK DIMENSIONS

A5 Full page (bleed)
 154mm wide x 216mm high
 (includes 3mm bleed on all sides)

A5 Full page (no bleed)
 128mm wide x 190mm high

A5 Half page (landscape)
 128mm wide x 92mm high

A5 Half page (portrait)
 60mm wide x 190mm high

A5 Quarter page
 60mm wide x 92mm high

Copy deadline two weeks prior to publishing dates.

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.

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

cpm=Cost per mille



ColneLife and CravenandValleyLife also have a very active and ever growing social media presence via Facebook, Twitter and our websites.



www.colnelifemagazine.co.uk
www.cravenandvalleylifemagazine.co.uk



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