

ColneLife



Craven and ValleyLife

MEDIA GUIDE



Established for over eight years **Craven and ValleyLife** and **ColneLife** still continue to grab the attention and imagination of devoted readers and advertisers. Advertisers love the fact that we support their business within their locality, and after recent research we have realised that many of them also attract clients from outside their towns. Both publications are located on the cusp of the Lancashire and Yorkshire borders and with it being over 500 years since The War of the Roses, folk now feel comfortable crossing the border for certain products and services within a 15 minute drive (no matter which county it may be in!) As an added bonus for advertisers and readers the magazines will also share advertising from both the counties attracting double the amount of readers and potential clients. Both publications will continue to be packed with local news, reader interest stories, lifestyle and the ever popular what's on guide offering a wealth of opportunities for local folk.



Distributed on a quarterly basis throughout the Craven and Colne areas, such as Skipton, Silsden, Crosshills, Sutton, Steeton, Barnoldswick, Earby, Cowling, Haworth, Colne, Barrowford and Trawden, the front covers will still be individual to its target area. Circulated throughout hotels, bars, restaurants, shops, local attractions and businesses **Craven and ValleyLife** and **ColneLife** will continue to have a 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.



CONTENT

CELEBRITY INTERVIEWS • LOCAL NEWS AND VIEWS

FOOD AND DRINK • LIFESTYLE

HOMES AND GARDENS • WHAT'S ON GUIDE

Loop Publishing Ltd, 2 Sun Street, Colne, Lancashire. BB8 0JJ

Tel: 01282 861982

Email: sales@looppublishing.co.uk

www.looppublishing.co.uk



PAGE RATES AND SIZES

	1 insertion	4 insertions
Cover	£350	£315
DPS	£485	£435
Full Page	£250	£225
Half Page	£150	£135
Quarter Page	£80	£72

Please note all prices are exclusive of VAT

Please send all artwork to design@loopublishing.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

Autumn 04/09/2018

Winter 08/11/2018

Spring 02/03/2019

Summer 29/05/2019

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



www.colnelifemagazine.co.uk

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