

CIRCULATION & READERSHIP

The Water Mill, Broughton Hall, Skipton, North Yorkshire, BD23 3AG T: 01756 701381 E: ads@dalesman.co.uk W: countrypublications.co.uk

Our magazines target the grey market.

With a collective income of £175 billion, the over 50's hold 80% of UK assets, 60% of savings, 40% of all consumer spend and rising fast.

Publishers of the prestigious The Countryman, Dalesman, Cumbria and Down Your Way titles, we have a heritage in regional and national publications going back over 70 years.

We cut a huge swathe across the north of England with our regional titles, covering Lakeland and Yorkshire from coast to coast and everything interesting in between, whilst celebrating Britain's countryside nationally with the renowned The Countryman.

SPECIAL GROUP RATE
advertise in all four magazines for less

Group circulation: 78,911
Group readership: 394,555

AD SIZE	1 ISSUE	2 ISSUES	3 ISSUES
FULL PAGE	£2,200.00	£2,150.00	£1,995.00
HALF PAGE	£1,300.00	£1,150.00	£998.00
1/4 PAGE	£700.00	£650.00	£500.00

The Countryman

CELEBRATING BRITAIN'S COUNTRYSIDE

Readers are 55+ with a love of the countryside, wildlife and the country way of life

Circulation: 15,974

Readership: 79,870

Subscriptions: 10,461



AD SIZE	1 ISSUE	2 ISSUES	3 ISSUES
FULL PAGE	£600.00	£560.00	£530.00
HALF PAGE	£350.00	£300.00	£270.00
1/4 PAGE	£220.00	£200.00	£160.00
1/8 PAGE	£110.00	£100.00	£80.00

ABC From ABC Standard Certificate of Circulation
For the 12 issues distributed between 01.01.2009 and 31.12.2009

Dalesman

YORKSHIRE'S FAVOURITE MAGAZINE

Readers are 45+ - 80% live in Yorkshire - 43% live in West Yorkshire. The biggest selling regional magazine in the UK

Circulation: 36,427

Readership: 182,135

Subscriptions: 19,849



AD SIZE	1 ISSUE	2 ISSUES	3 ISSUES
FULL PAGE	£900.00	£880.00	£850.00
HALF PAGE	£480.00	£460.00	£430.00
1/4 PAGE	£260.00	£250.00	£230.00
1/8 PAGE	£160.00	£145.00	£125.00

ABC From ABC Standard Certificate of Circulation
For the 12 issues distributed between 01.01.2009 and 31.12.2009

Cumbria

LAKELAND'S FAVOURITE MAGAZINE

Readers 50+ Enjoying walking and spending time touring the Lake District. Approx 80% of readers reside outside the county

Circulation: 10,935

Readership: 54,675

Subscriptions: 6,848



AD SIZE	1 ISSUE	2 ISSUES	3 ISSUES
FULL PAGE	£400.00	£370.00	£350.00
HALF PAGE	£240.00	£210.00	£180.00
1/4 PAGE	£130.00	£120.00	£100.00
1/8 PAGE	£80.00	£70.00	£50.00

ABC From ABC Standard Certificate of Circulation
For the 12 issues distributed between 01.01.2009 and 31.12.2009

Down Your Way

YORKSHIRE'S NOSTALGIC MAGAZINE

Read by over 55's Yorkshire Residents who have an interest in local history and nostalgia

Circulation: 15,574

Readership: 77,870

Subscriptions: 6,100

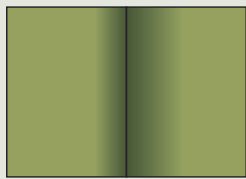


AD SIZE	1 ISSUE	2 ISSUES	3 ISSUES
FULL PAGE	£480.00	£430.00	£400.00
HALF PAGE	£240.00	£215.00	£200.00
1/4 PAGE	£120.00	£108.00	£100.00

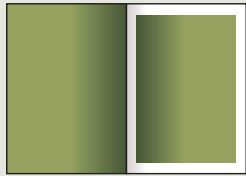
Coverage Circulation Jan-Dec 2009

All prices shown are PER ISSUE and exclusive of VAT.

GROUP ADVERTISING RATES (ALL FOUR TITLES)



Display advertising
Double Page Spread £7,980
298 x 210 mm (w x h) + 5mm bleed



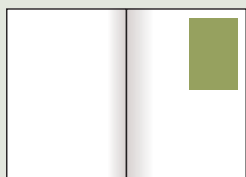
Display advertising
Cover Positions £4,590
Full Page £3,990
148 x 210 mm (w x h) + 5mm bleed
Full Page (features etc) £3,990
123 x 180 mm (w x h)



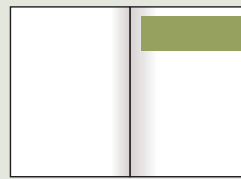
Display advertising
Half Page Landscape £1,995
Classified advertising
Half Page Landscape £1,995
123 x 88.5 mm (w x h) + 5mm bleed



Display advertising
Half Page Portrait £1,995
Classified advertising
Half Page Portrait £1,995
60 x 180 mm (w x h) + 5mm bleed



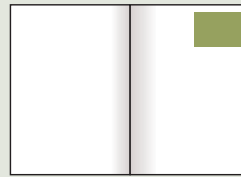
Classified advertising
Quarter Page Portrait £1,100
60 x 88.5 mm (w x h)



Classified advertising
Quarter Page Landscape £1,100
123 x 42.75 mm (w x h)



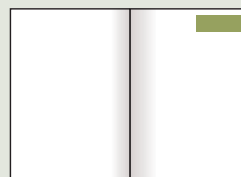
Classified advertising
Fifth Page £900
123 x 33 mm (w x h)



Classified advertising
Eighth Page £575
60 x 42.75 mm (w x h)



Classified advertising
Tenth Page £450
60 x 33 mm (w x h)



Classified advertising
Sixteenth Page £285
60 x 19.8 mm (w x h)

Down Your Way is B5, so please adjust artwork to fit:

Full Page 156 x 222 mm (w x h) + 5 mm bleed **Size 1** (Sixteenth)- 50 x 32 mm (w x h)
Half Page 156 x 109 mm (w x h) **Size 2** (Eighth) - 50 x 66 mm (w x h)
Quarter Page Portrait 76 x 109 mm (w x h) **Size 3** (Fifth)- 103 x 32 mm (w x h)
Quarter Page Landscape 156 x 53 mm (w x h) **Size 4** (Fifth)- 103 x 66 mm (w x h)

MORE RATES/INFORMATION

Linage

Linage £3.20 per word. (so a twenty word advert costs £64.00)

Inserts

£50 per thousand subject to size and weight approval
119k Full run or 43k for UK subscribers

Artwork

PDF or EPS with 300 dpi graphics All fonts embedded
Quark Express file with all images/fonts supplied

For further advertising information please contact:

Tracy Horsfall, Group Advertising Manager
T: 01756 693478
E: tracy@dalesman.co.uk

For further linage information please contact:

Toni Armitage, T: 01756 693477
E: toni@dalesman.co.uk

All prices are exclusive of VAT 20%.

Discounts are available for series bookings.

Agency commission 10%

Display advertising

This can go anywhere in the magazine, interspersed between articles, on inside covers and so on. The minimum size for a display advert is a half page.

Classified advertising

These adverts go in our specially selected 'Classified Directory' section in the magazine.

Classified advertising also duplicated on www.dalesman.co.uk and www.countryman.co.uk with link.



COUNTRY PUBLICATIONS

The Water Mill, Broughton Hall, Skipton,
North Yorkshire, BD23 3AG
www.countrypublications.co.uk