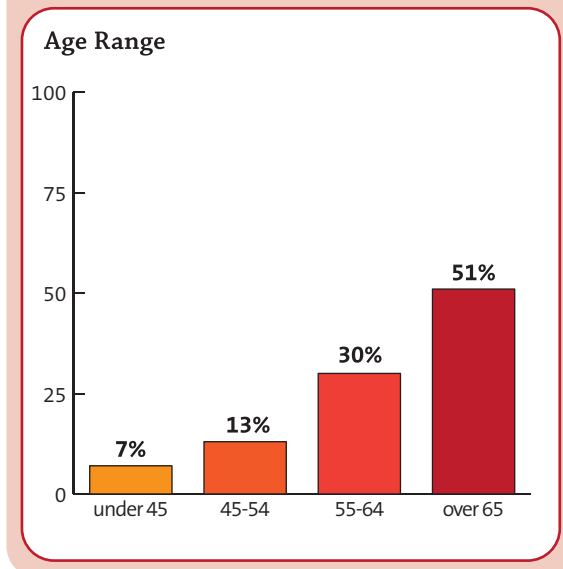
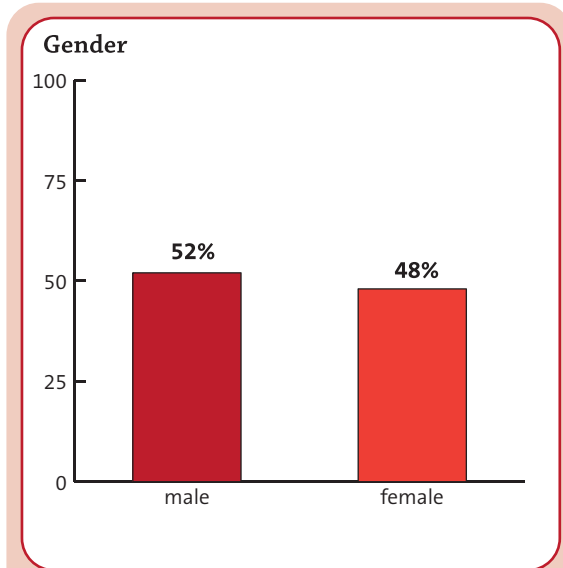


# Cumbria

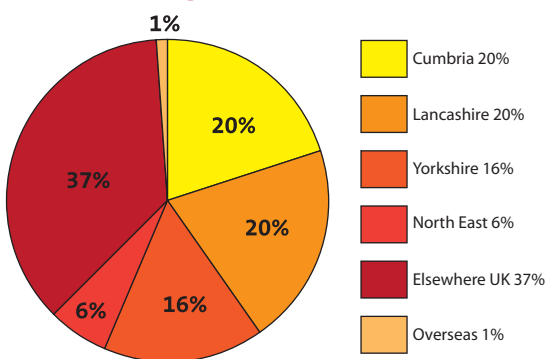
LAKELAND'S FAVOURITE MAGAZINE



## Demographics



## Coverage



80% of our readers live outside Cumbria.

“Cumbria magazine was first launched in 1948 and is the oldest and most respected magazine serving the county. The Lake District is England’s best loved landscape and for more than fifty years Cumbria magazine has been helping devotees old and new to get behind the scenery of our premier national park. No one knows Lakeland better than Cumbria so there’s no better guide to its bustling towns, beautiful villages and hidden corners.”

**Terry Fletcher**  
Editor

## Circulation

12,183



**From ABC Standard Certificate of Circulation**  
For the 12 issues distributed between 01.01.2008 and 31.12.2008

## Habits & Trends

63% of readers buy every issue.  
88% look at advertising in the magazine.  
62% have made a purchase as a result of looking at the advertising.

### Key papers are:

Telegraph  
Daily Mail

### Society Membership:

49% of readers are National Trust members.  
26% are RSPB and Cumbria Wildlife Trust members, demonstrating that they are keen to support environmental charities.

### Holidays:

54% of readers take regular breaks in Cumbria. Of those 47% stay more than a week and 42% stay less than a week. 27% prefer hotels, 26% prefer a guesthouse or bed & breakfast, and 35% prefer self catering.

## Lifestyle Analysis

72% enjoy walking  
61% enjoy gardening  
35% enjoy arts and crafts

37% enjoy country pursuits  
36% enjoy museums and galleries

other activities include:

- Wildlife/Environment
- Sport/Climbing/Sailing
- Charity/Volunteer work
- Reading
- Travel
- Photography
- Railways
- History

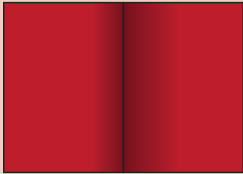
## Walking Habits

Shorter walks attract people from across the age spectrum, and those over 75 are still represented. Longer walks attract a good range from ages 45 to 74, with most enthusiasm from 55 to 64 year olds. Longer distances are evenly split between retired and employed people, whereas 75% of those walking less than 5 miles are largely retired.

# Cumbria

LAKELAND'S FAVOURITE MAGAZINE

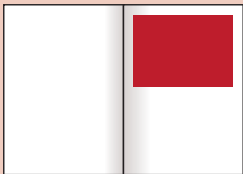
## Advertising Rates



**Display advertising**  
 Double Page Spread £1,300  
 298 x 210 mm (w x h) + 5mm bleed



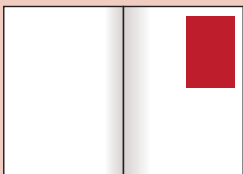
**Display advertising**  
 Cover Positions £750  
 Full Page £650  
 148 x 210 mm (w x h) + 5mm bleed  
 Full Page (features etc) £650  
 123 x 180 mm (w x h)



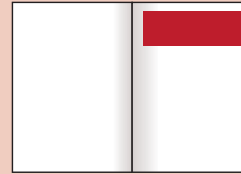
**Display advertising**  
 Half Page Landscape £325  
**Classified advertising**  
 Half Page Landscape £325  
 123 x 88.5 mm (w x h) + 5mm bleed



**Classified advertising**  
 Half Page Portrait £325  
 60 x 180 mm (w x h) + 5mm bleed



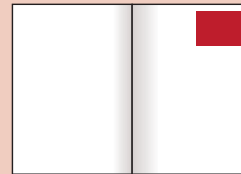
**Classified advertising**  
 Quarter Page Portrait £180  
 60 x 88.5 mm (w x h)



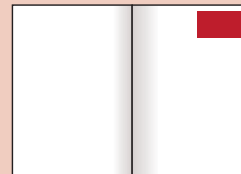
**Classified advertising**  
 Quarter Page Landscape £180  
 123 x 42.5 mm (w x h)



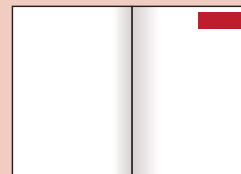
**Classified advertising**  
 Fifth Page £150  
 123 x 33 mm (w x h)



**Classified advertising**  
 Eighth Page £95  
 60 x 42.75 mm (w x h)



**Classified advertising**  
 Tenth Page £75  
 60 x 33 mm (w x h)



**Classified advertising**  
 Sixteenth Page £47  
 60 x 19.8 mm (w x h)

## More Rates/information

### Lineage

£0.85 per word (so a twenty word advert costs £17.00)

### Inserts

£50 per thousand subject to size and weight approval  
 Full run 18k or 7k for UK subscribers

### For further advertising information please contact:

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

Allison Burns, Advertising Sales Executive  
 T: 01756 693479  
 E: allison@dalesman.co.uk

### For further lineage information please contact:

Laura Jackson, T: 01756 693481  
 E: laura@dalesman.co.uk

### 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 quarter page.

### Classified advertising

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

### Artwork

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

**All prices are exclusive of VAT 15%. Discounts are available for series bookings.**

**Agency commission 10%**

COUNTRY PUBLICATIONS LIMITED



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 North Yorkshire, BD23 3AG