

# GROUP MEDIA INFORMATION



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.

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



## The Countryman

CELEBRATING BRITAIN'S COUNTRYSIDE

Countryman is an institution, targeting affluent readers who live, work and enjoy spending time in the countryside. Dealing in all things rural, from songbirds to farming, natural history to history in the making, and with contributors such as Robin Page (BBC) and Shaun Spiers (Chief Exec of Campaign to Protect Rural England), the 'little green book' is essential to any countryside reader.

**Circulation: 15,974** From ABC Standard Certificate of Circulation For the 12 issues distributed between 01.01.2009 and 31.12.2009



## Dalesman

YORKSHIRE'S FAVOURITE MAGAZINE

Dalesman, the biggest selling regional magazine in the UK, with inspirational articles and features covering all that makes Yorkshire special, Dalesman has been providing readers with a fascinating and entertaining insight into our great county for since 1939. It's no wonder we're the region's best selling magazine.

**Circulation: 36,428** From ABC Standard Certificate of Circulation For the 12 issues distributed between 01.01.2009 and 31.12.2009

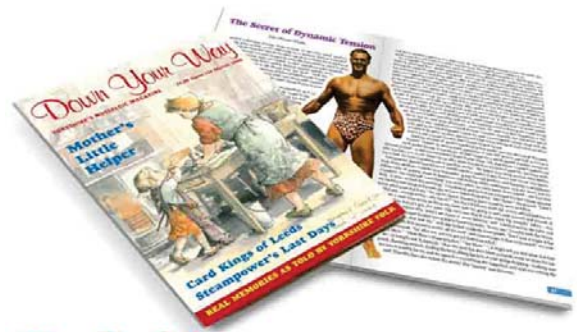


## Cumbria

LAKELAND'S FAVOURITE MAGAZINE

Cumbria magazine was first launched in 1948 and is the oldest and most respected magazine serving the county and one of the biggest visitor publications. For more than fifty years Cumbria magazine has been helping devotees old and new, near and far, get behind the scenery of our premier national park.

**Circulation: 10,935** From ABC Standard Certificate of Circulation For the 12 issues distributed between 01.01.2009 and 31.12.2009



## Down Your Way

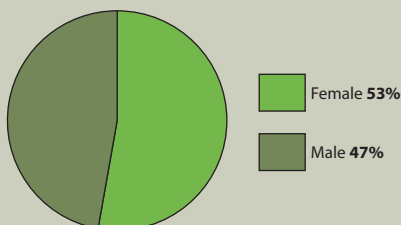
YORKSHIRE'S NOSTALGIC MAGAZINE

Down Your Way is our fastest growing nostalgic magazine. There's nothing more powerful than images and stories drawn from living memory untainted by academics or historians. Down Your Way has grown into something of a phenomenon and our humble magazine continues to thrive and grow due to hearty recommendations and contributions from our readers.

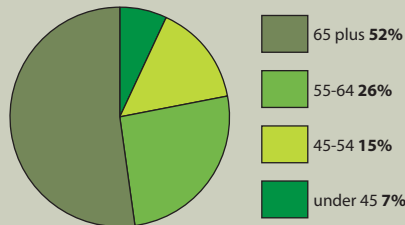
**Circulation: 15,574** Coverage Circulation Jan-Dec 2009

## Key Demographic - National

### Gender



### Age



### Income

