

# 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

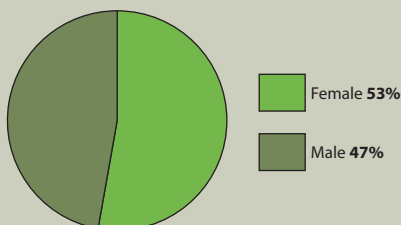
YORKSHIRE'S NOSTALGIC MAGAZINE

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.

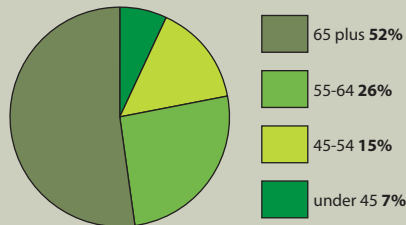
**Circulation: 15,574** Coverage Circulation Jan-Dec 2009

## Key Demographic - National

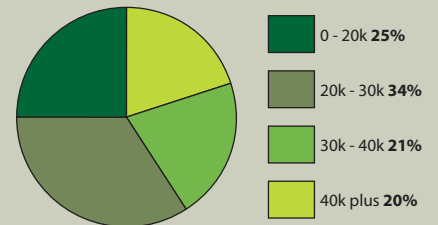
### Gender



### Age



### Income



# 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

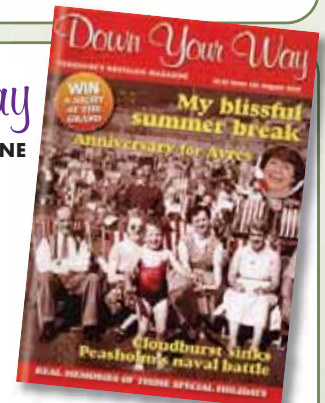
YORKSHIRE'S NOSTALGIC MAGAZINE

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**

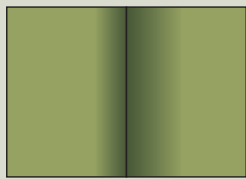


AD SIZE	1 ISSUE	2 ISSUES	3 ISSUES
FULL PAGE	£480.00	£430.00	£400.00
HALF PAGE	£240.00	£215.00	£200.00
1/4 PAGE	£120.00	£108.00	£100.00

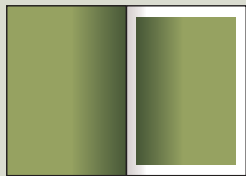
Coverage Circulation Jan-Dec 2009

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)



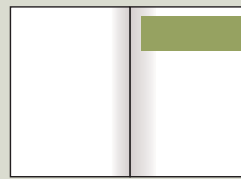
**Display advertising**  
Half Page Landscape £1,995  
**Classified advertising**  
Half Page Landscape £1,995  
123 x 88.5 mm (w x h) + 5mm bleed



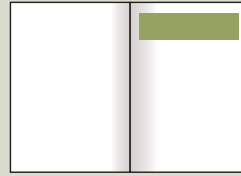
**Display advertising**  
Half Page Portrait £1,995  
**Classified advertising**  
Half Page Portrait £1,995  
60 x 180 mm (w x h) + 5mm bleed



**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)



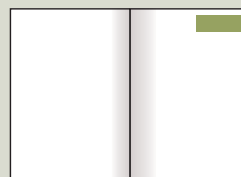
**Classified advertising**  
Fifth Page £900  
123 x 33 mm (w x h)



**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](http://www.dalesman.co.uk) and [www.countryman.co.uk](http://www.countryman.co.uk) with link.



COUNTRY PUBLICATIONS

The Water Mill, Broughton Hall, Skipton,  
North Yorkshire, BD23 3AG  
[www.countrypublications.co.uk](http://www.countrypublications.co.uk)

## INFORMATION

Linage advertising is the most cost effective way of advertising your services or products to a large number of customers.

The advertisements appear in directory format under easily found reference classifications eg. Accommodation, Antiques, Books, Clothing, Collectors' Corner, Craftsmen, Crafts, Hobbies and Courses, Eating Out, Events, Footwear, Furnishings, Gardening, Genealogy, Gifts, Home Services, Paintings, Personal, Property, Walking, For Sale and Wanted.

You can advertise in all magazines or target your ad to area-specific audiences and have options to 'box' and 'colour' your advert for added impact.

Bookings for 'Dalesman' magazine will also appear on the Dalesman website ([www.dalesman.co.uk](http://www.dalesman.co.uk)).

Bookings for 'Cumbria' magazine will appear on the Cumbria website ([www.cumbriamagazine.co.uk](http://www.cumbriamagazine.co.uk)).

Bookings for 'Countryman' magazine will appear on the Countryman website ([www.thecountryman.co.uk](http://www.thecountryman.co.uk)).

**The Countryman**  
CELEBRATING BRITAIN'S COUNTRYSIDE

**Dalesman**  
YORKSHIRE'S FAVOURITE MAGAZINE



**Cumbria**  
LAKELAND'S FAVOURITE MAGAZINE

*Down Your Way*  
YORKSHIRE'S NOSTALGIC MAGAZINE

RATES	1 month	3 months	6 months	12 months
All 4 magazines	£3.18	£2.85	£2.73	£2.47
Dalesman	£1.20	£1.08	£1.05	£0.93
Cumbria	£0.85	£0.75	£0.70	£0.65
Countryman	£1.07	£0.99	£0.96	£0.86
Down Your Way	£0.85	£0.75	£0.70	£0.65

### IMPORTANT INFORMATION

Prices shown apply per word, per magazine. So a ten word advertisement in all four magazines would cost £31.80 a month with our group discount.

**All prices are exclusive of VAT 20%. Discounts are available for series bookings.**

**Agency commission 10%**

### For further linage information please contact:

Toni Armitage T: 01756 693477

E: [toni@dalesman.co.uk](mailto:toni@dalesman.co.uk)

### BOXED ADVERTISEMENTS

A White box around your advert will cost you the equivalent of an extra ten words per month

A colour box around your advert will cost you the equivalent of an extra fifteen words per month.



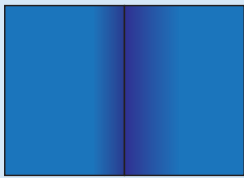
COUNTRY PUBLICATIONS

The Water Mill, Broughton Hall, Skipton,  
North Yorkshire, BD23 3AG  
[www.countrypublications.co.uk](http://www.countrypublications.co.uk)

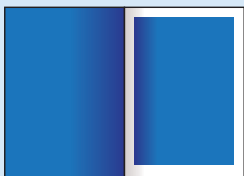
# Dalesman

YORKSHIRE'S FAVOURITE MAGAZINE

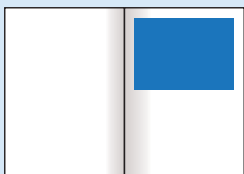
## Advertising Rates



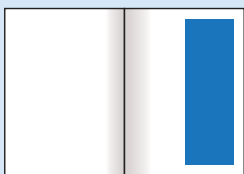
**Display advertising**  
 Double Page Spread £3,400  
 298 x 210 mm (w x h) + 5mm bleed



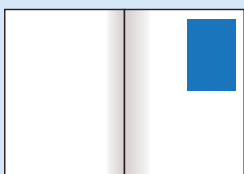
**Display advertising**  
 Cover Positions £1,955  
 Full Page (bleed) £1,700  
 148 x 210 mm (w x h) + 5mm bleed  
 Full Page (features etc) £1,700  
 123 x 180 mm (w x h)



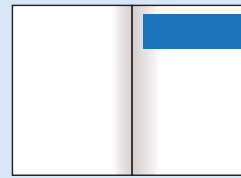
**Display advertising**  
 Half Page Landscape £850  
**Classified advertising**  
 Half Page Landscape £850  
 123 x 88.5 mm (w x h) + 5mm bleed



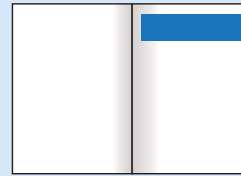
**Display advertising**  
 Half Page Portrait £850  
**Classified advertising**  
 Half Page Portrait £850  
 60 x 180 mm (w x h) + 5mm bleed



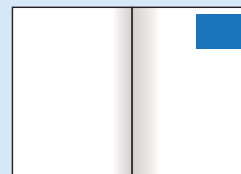
**Classified advertising**  
 Quarter Page Portrait £468  
 60 x 88.5 mm (w x h)



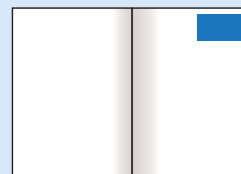
**Classified advertising**  
 Quarter Page Landscape £468  
 123 x 42.5 mm (w x h)



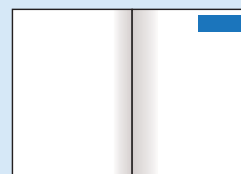
**Classified advertising**  
 Fifth Page £350  
 123 x 33 mm (w x h)



**Classified advertising**  
 Eighth Page £270  
 60 x 42.75 mm (w x h)



**Classified advertising**  
 Tenth Page £230  
 60 x 33 mm (w x h)



**Classified advertising**  
 Sixteenth Page £135  
 60 x 19.8 mm (w x h)

## More Rates/information

### Linage

£1.20 per word (so a twenty word advert costs £24.00).

### Inserts

£50 per thousand subject to size and weight approval  
 Full run 53k or 19.5k 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 lineage information please contact:

Toni Armitage, T: 01756 693477  
 E: toni@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 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](http://www.dalesman.co.uk) with link.

**All prices are exclusive of VAT 20%. Discounts are available for series bookings.**

**Agency commission 10%**



**COUNTRY PUBLICATIONS**

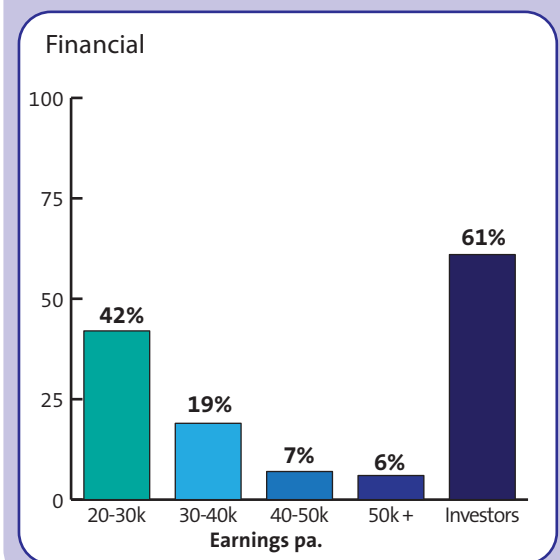
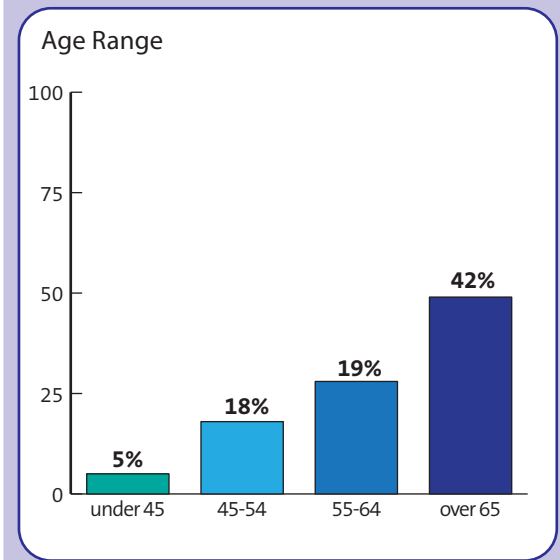
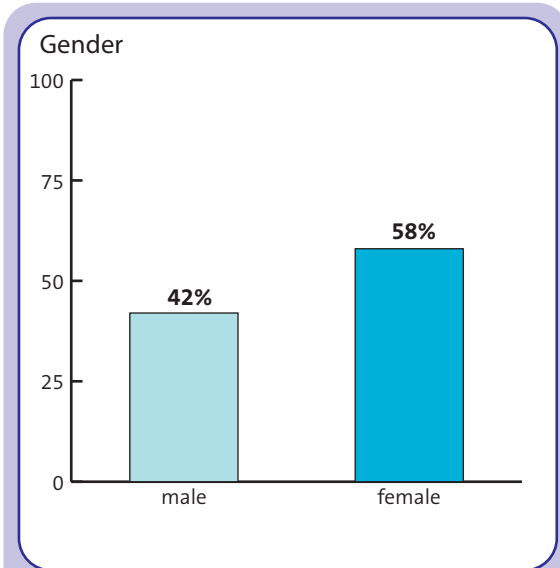
The Water Mill, Broughton Hall, Skipton,  
 North Yorkshire, BD23 3AG  
[www.countrypublications.co.uk](http://www.countrypublications.co.uk)

# Dalesman

YORKSHIRE'S FAVOURITE MAGAZINE



## Demographics



“Launched in 1939, Dalesman remains the biggest selling regional consumer magazine in the UK. Every month Dalesman brings readers an authentic flavour of Yorkshire, keeping them up to date with what’s going on across the Ridings. It’s about the people, the places, traditions and the history that gives Yorkshire its unique character.”

**Paul Jackson**  
**Editor**

The magazine is published monthly and contains fascinating articles, competitions and stunning photography of Yorkshire life, from the coast to the hills, and reaches into many urban areas as well as the expected rural readership.

## Circulation

**36,428**  
Subscriptions  
**19,849**



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

## Habits & Trends

**Key papers are:**

Telegraph  
Daily Mail

**Mail Order Purchasing:**

70% of readers found advertising useful and are responsive to mail order.

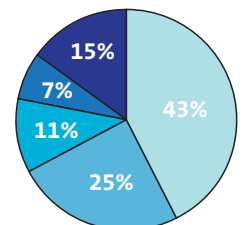
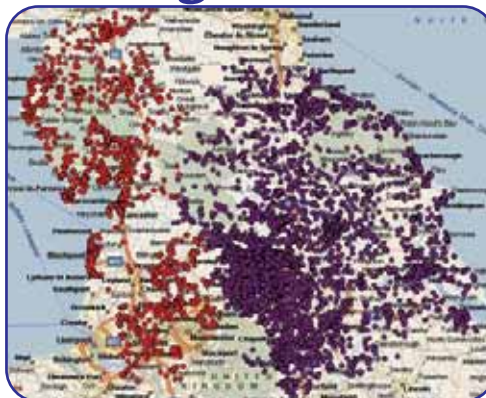
**Holidays:**

Dalesman readers living in Yorkshire take regular breaks within the county, short breaks of 1-3 days being the most popular, staying mainly in hotels, bed and breakfasts and guest house accommodation. Readers living outside the county take longer breaks staying mainly in self catering accommodation.

## Lifestyle Analysis

- National Trust
- Books
- Wildlife/Environment
- Crafts
- Photography
- RSPB
- Gardening
- 67% enjoy walking
- DIY
- Motoring and Caravanning

## Coverage



- West Yorkshire **43%**
- North Yorkshire **25%**
- South Yorkshire **11%**
- East Yorkshire **7%**
- Elsewhere UK **15%**

Purple dots indicate Dalesman readers, red indicates sister publication, Cumbria magazine, readers.

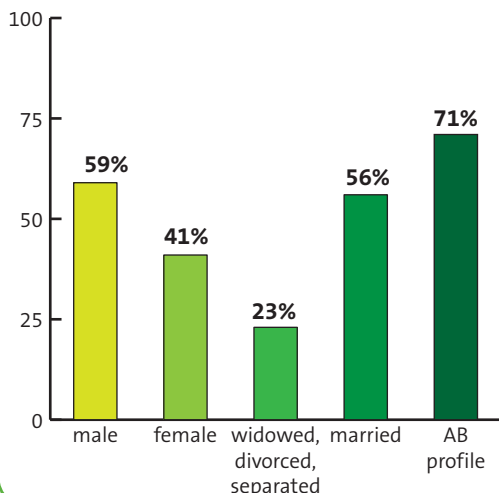
# The Countryman

CELEBRATING BRITAIN'S COUNTRYSIDE

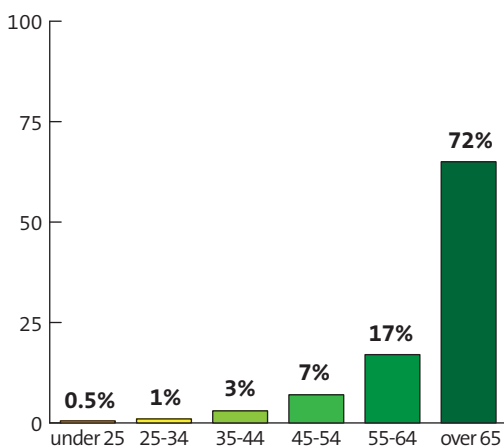


## Demographics

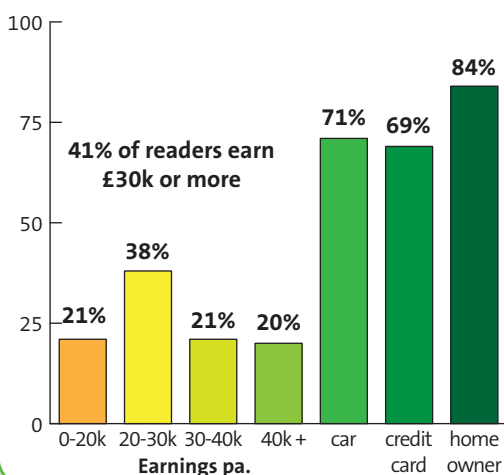
Gender/Marital Status/Profile



Age Range



Financial



“The Countryman has been embracing all that is important in the British countryside for more than 75 years. It is held dear by those who cherish and care about the countryside across the UK. With a lively independent voice, The Countryman focuses on the key aspects of rural life, such as wildlife, landscape and the people who preserve it, as well as caring for traditional values and high standards.”

**Paul Jackson**

Editor

The magazine is published on a monthly basis and contains fascinating articles that will appeal to individuals who live, work and enjoy spending time in the countryside.

## Circulation

**15,974**  
Subscriptions  
**10,461**



All figures from ABC Standard Certificate of Circulation For the 12 issues distributed between 01.01.2009 and 31.12.2009

## Habits & Trends

### Key papers are:

The Times  
Telegraph  
Daily Mail

### Mail Order Purchasing:

66% of readers have bought goods or services at least twice in the past 12 months. Of those, 73% have bought 2-5 times and 27% have bought 6 or more times in the past 12 months.

### Investment:

73% have stocks/shares or units trusts  
75% of readers are serious or enthusiastic investors

### Holidays:

74% of readers have taken at least one holiday in the past 12 months.  
58% have enjoyed at least one short break in Great Britain of those, 91% were for a duration of 1-2 weeks.  
56% stay in hotels, bed & breakfasts and guest houses.

### Charities:

Countryman readers are exceptionally strong charity supporters. 91% of readers support at least one charity. Wildlife/nature charities such as RSPB, RHS, The National Trust and Woodland Trust being the most popular. 44% also support aid/medical charities.

## Lifestyle Analysis

- Gardening
- Museums/Galleries
- Charity Supporters
- Current Affairs
- Countryside walking
- Travel
- Books

# The Countryman

CELEBRATING BRITAIN'S COUNTRYSIDE

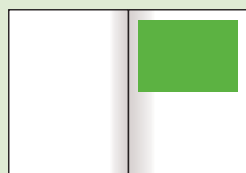
## Advertising Rates



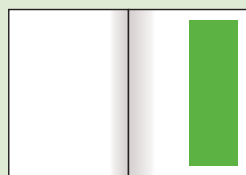
**Display advertising**  
 Double Page Spread £2,100  
 298 x 210 mm (w x h) + 5mm bleed



**Display advertising**  
 Cover Positions £1,210  
 Full Page £1,050  
 148 x 210 mm (w x h) + 5mm bleed  
 Full Page (features etc) £1,050  
 123 x 180 mm (w x h)



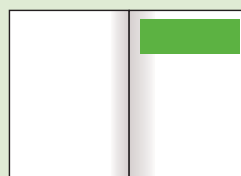
**Display advertising**  
 Half Page Landscape £525  
**Classified advertising**  
 Half Page Landscape £525  
 123 x 88.5 mm (w x h) + 5mm bleed



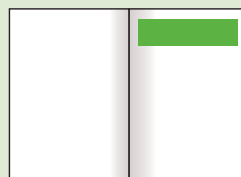
**Display advertising**  
 Half Page Portrait £525  
**Classified advertising**  
 Half Page Portrait £525  
 60 x 180 mm (w x h) + 5mm bleed



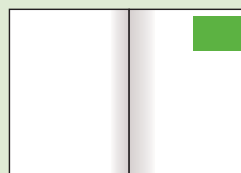
**Classified advertising**  
 Quarter Page Portrait £290  
 60 x 88.5 mm (w x h)



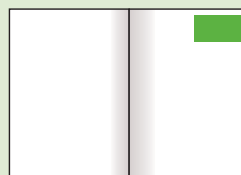
**Classified advertising**  
 Quarter Page Landscape £290  
 123 x 42.5 mm (w x h)



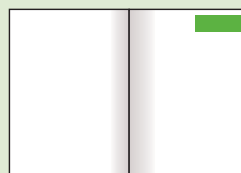
**Classified advertising**  
 Fifth Page £240  
 123 x 33 mm (w x h)



**Classified advertising**  
 Eighth Page £150  
 60 x 42.75 mm (w x h)



**Classified advertising**  
 Tenth Page £120  
 60 x 33 mm (w x h)



**Classified advertising**  
 Sixteenth Page £75  
 60 x 19.8 mm (w x h)

## More Rates/information

### Linage

£1.07 per word (so a twenty word advert costs £21.40)

### Inserts

£50 per thousand subject to size and weight approval  
 Full run 30k or 12k 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

### 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.countrymanmagazine.co.uk](http://www.countrymanmagazine.co.uk) with link.

**All prices are exclusive of VAT 20%.  
 Discounts are available for series bookings.  
 Agency commission 10%**



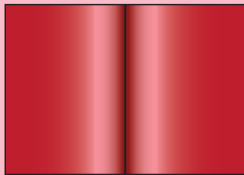
**COUNTRY PUBLICATIONS**

The Water Mill, Broughton Hall, Skipton,  
 North Yorkshire, BD23 3AG  
[www.countrypublications.co.uk](http://www.countrypublications.co.uk)

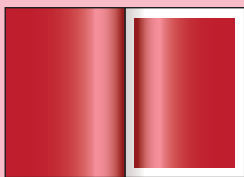
# Cumbria

LAKELAND'S FAVOURITE MAGAZINE

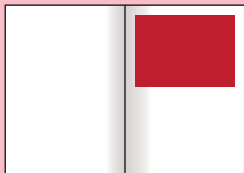
## Advertising Rates



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



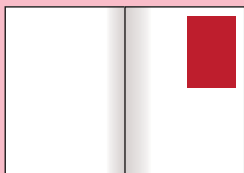
**Display advertising**  
 Cover Positions £750  
 Full Page (bleed) £650  
 148 x 210 mm (w x h) + 5mm bleed  
 Full Page (features etc) £650  
 123 x 180 mm (w x h)



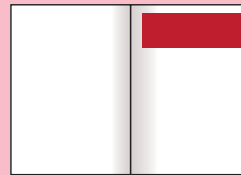
**Display advertising**  
 Half Page Landscape £325  
**Classified advertising**  
 Half Page Landscape £325  
 123 x 88.5 mm (w x h) + 5mm bleed



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



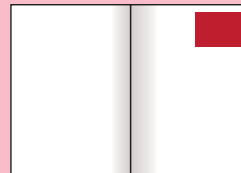
**Classified advertising**  
 Quarter Page Portrait £468  
 60 x 88.5 mm (w x h)



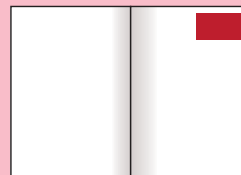
**Classified advertising**  
 Quarter Page Landscape £180  
 123 x 42.5 mm (w x h)



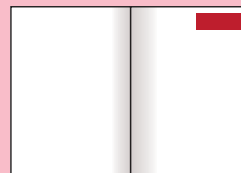
**Classified advertising**  
 Fifth Page £150  
 123 x 33 mm (w x h)



**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

### Linage

£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.

### 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 lineage information please contact:

Toni Armitage, T: 01756 693477  
 E: toni@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 half page.

### Classified advertising

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

Classified advertising also duplicated on [www.cumbriamagazine.co.uk](http://www.cumbriamagazine.co.uk) with link.

**All prices are exclusive of VAT 20%. Discounts are available for series bookings.**

**Agency commission 10%**



**COUNTRY PUBLICATIONS**

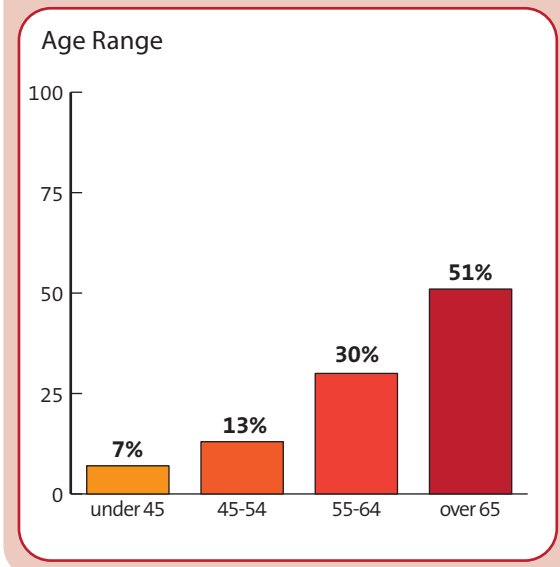
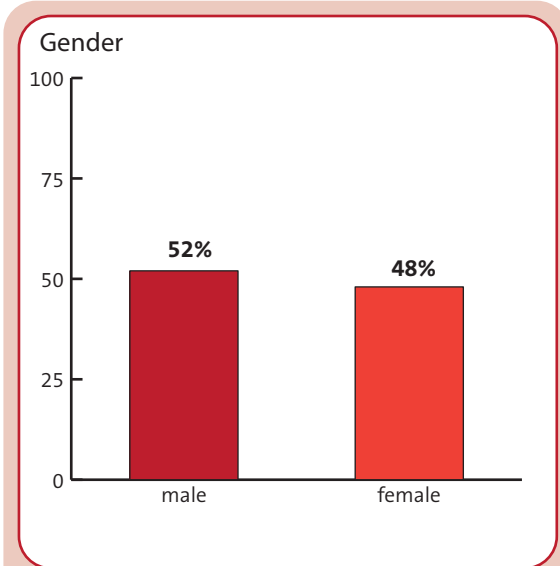
The Water Mill, Broughton Hall, Skipton,  
 North Yorkshire, BD23 3AG  
[www.countrypublications.co.uk](http://www.countrypublications.co.uk)

# Cumbria

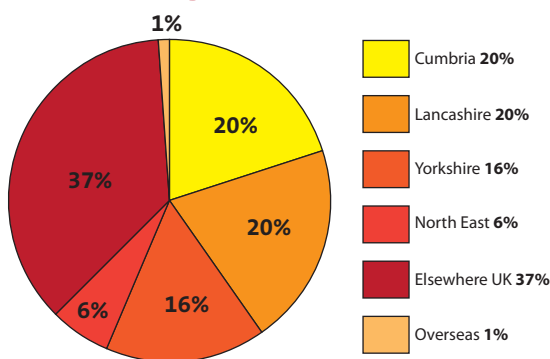
LAKELAND'S FAVOURITE MAGAZINE



## 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.”

**Kevin Hopkinson**  
Features Editor

## Circulation

**10,935**  
Subscriptions  
6,848



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

## 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



"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."

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Features Editor

## Circulation

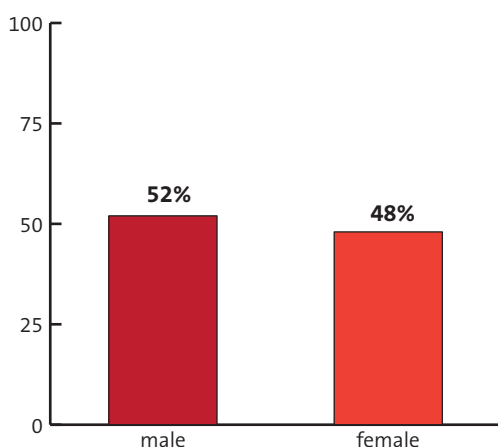
**10,935**  
Subscriptions  
6,848



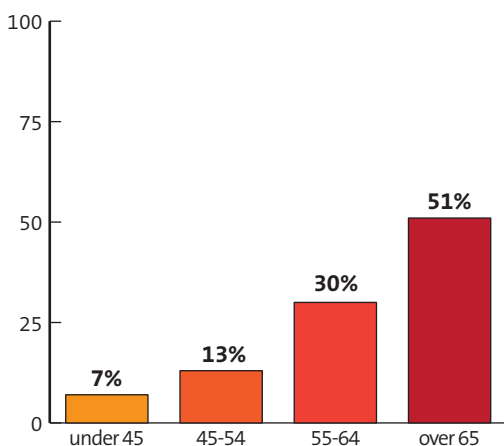
**From ABC Standard Certificate of Circulation**  
For the 12 issues distributed between 01.01.2009 and 31.12.2009

## Demographics

Gender



Age Range



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# Down Your Way

## YORKSHIRE'S NOSTALGIC MAGAZINE

### A picture is worth 2000 words!

To give new advertisers the opportunity to test the benefits of classified advertising in the Down Your Way (advertising which can include colour photographs or artwork), we are offering all new advertisers up to 50% off our rate card. The reduced introductory advertising rates are listed below.



Prices are for full colour adverts and are per month, exclusive of VAT

### Introductory Advertising Rates

Save £££s with these huge reductions on our usual prices!

**now only £250!**

Classified advertising  
Half Page Landscape ~~£275~~  
156 x 109 mm (w x h)

**now from only £30! per month**

Classified advertising  
Size 1 ~~£65~~  
50 x 32 mm (w x h)  
**reduced to:  
1 months - £60  
3 months - £50  
6 months - £40  
12 months - £30**

**now only £150!**

Classified advertising  
Quarter Page Landscape ~~£210~~  
109 x 76 mm (w x h)

**now from only £60! per month**

Classified advertising  
Size 2 ~~£100~~  
50 x 66 mm (w x h)  
**reduced to:  
1 months - £120  
3 months - £100  
6 months - £80  
12 months - £60**

**now only £150!**

Classified advertising  
Quarter Page Portrait ~~£210~~  
76 x 109 mm (w x h)

**now from only £60! per month**

Classified advertising  
Size 3 ~~£100~~  
103 x 32 mm (w x h)  
**reduced to:  
1 months - £120  
3 months - £100  
6 months - £80  
12 months - £60**

**now from only £120! per month**

Classified advertising  
Size 4 ~~£150~~  
103 x 66 mm (w x h)  
**reduced to:  
1 months - £240  
3 months - £200  
6 months - £160  
12 months - £120**

### Worry free...

Budgeting is easy, as classified advertising is invoiced monthly, with 30 days credit.

If you have never done any advertising before and you don't have an advert we can use, don't worry! We can put your advert together for you. All you need to supply is the wording and a picture, which can be sent via email, or posted as printed from a brochure. We will do the rest for you and send you a proof for your approval.

### Information

#### Artwork

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

### Contact Us

If you would like to book space in one of our issue's contact Tracy :

Tracy Horsfall,  
Group Advertising Manager  
T: 01756 693478  
E: [tracy@dalesman.co.uk](mailto:tracy@dalesman.co.uk)

All prices are exclusive of VAT 20%.  
Discounts are available for series bookings.  
Agency commission 10%



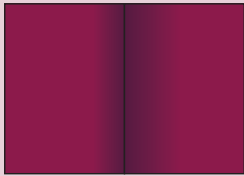
COUNTRY PUBLICATIONS

The Water Mill, Broughton Hall, Skipton,  
North Yorkshire, BD23 3AG  
[www.countrypublications.co.uk](http://www.countrypublications.co.uk)

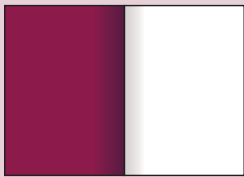
# Down Your Way

## YORKSHIRE'S NOSTALGIC MAGAZINE

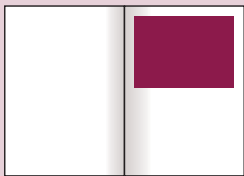
### Advertising Rates



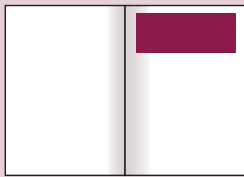
**Display advertising**  
Double Page Spread      £1,500  
352 x 250 mm (w x h) + 5mm bleed



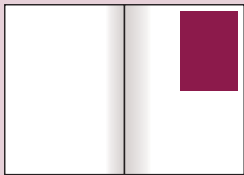
**Display advertising**  
Cover Positions            £865  
Full Page                    £750  
176 x 250 mm (w x h) + 5 mm bleed



**Display advertising**  
Half Page Landscape      £375  
**Classified advertising**  
Half Page Landscape      £375  
156 x 109 mm (w x h)



**Classified advertising**  
Quarter Page Landscape   £210  
156 x 53 mm (w x h)



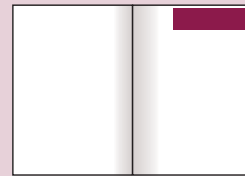
**Classified advertising**  
Quarter Page Portrait      £210  
76 x 109 mm (w x h)



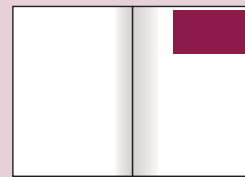
**Classified advertising**  
Size 1                        £65  
50 x 32 mm (w x h)



**Classified advertising**  
Size 2                        £100  
50 x 66 mm (w x h)



**Classified advertising**  
Size 3                        £100  
103 x 32 mm (w x h)



**Classified advertising**  
Size 4                        £150  
103 x 66 mm (w x h)

### More Rates/information

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

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**COUNTRY PUBLICATIONS**

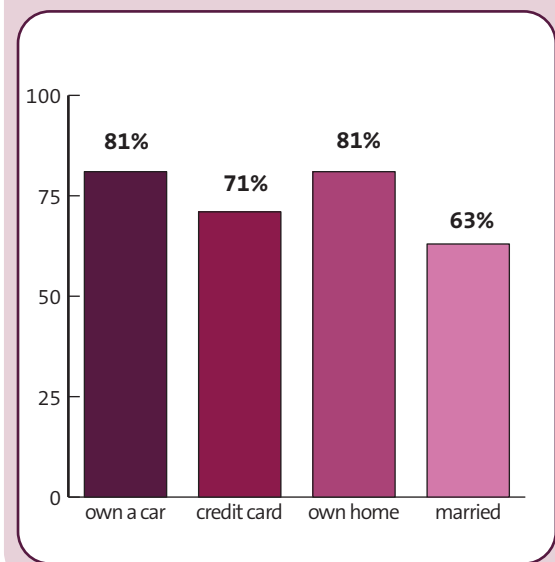
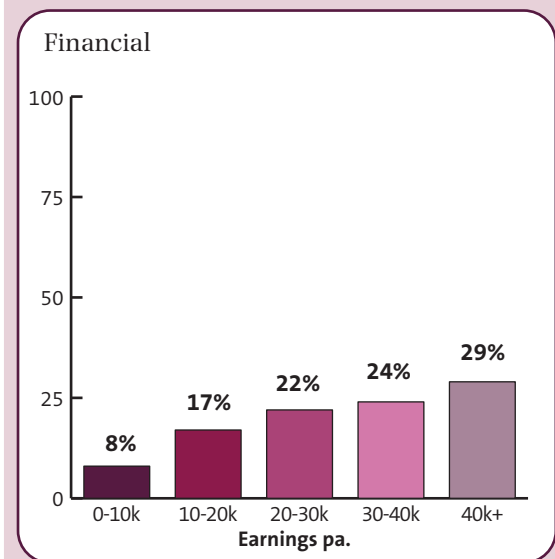
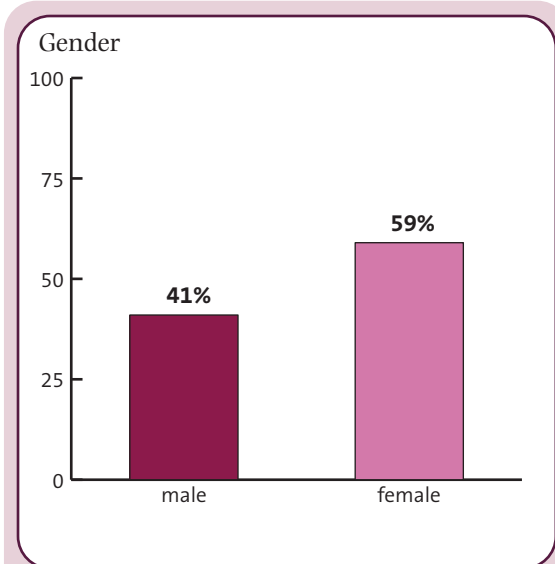
The Water Mill, Broughton Hall, Skipton,  
North Yorkshire, BD23 3AG  
www.countrypublications.co.uk

# Down Your Way



## YORKSHIRE'S NOSTALGIC MAGAZINE

### Demographics



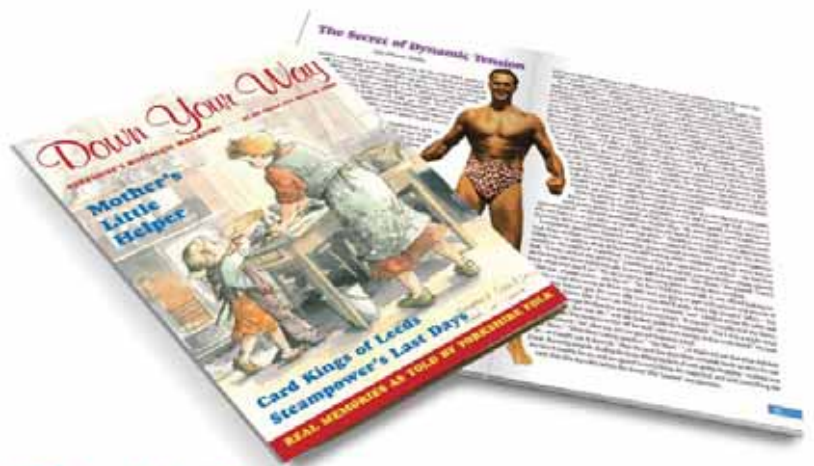
“Rekindle your valuable memories with a trip into Yorkshire’s past as our readers provide enjoyable recollections of bygone times and places. There’s nothing more powerful than images and stories drawn from living memory untainted by academics or historians. Down Your Way has grown into something of a phenomenon and our humble magazine continues to thrive and grow due to hearty recommendations and contributions from our readers.”

**Averil Thornton**  
Editor

### Circulation

**15,574** Subscriptions  
**5,500** Coverage Circulation

For the 12 issues distributed between 01.01.2009 and 31.12.2009



### Habits & Trends

**Holidays:**

70% live in Yorkshire. Those living outside the county return 3-6 times a year. Those living in the county take up to three short breaks a year. Many readers tour the county on a regular basis

They like to eat out, either visiting local restaurants or visiting tea rooms. They like to visit local attractions, heritage sites, open gardens as well as museums and art galleries

### Lifestyle Analysis

- Reading/writing
- Gardening
- Arts and crafts
- Antiques/fine arts
- Home improvements
- TV/video/music
- Charity/voluntary work
- Unit trusts/investments

**ACTUAL SIZE**

**HALF - DISPLAY**

w 126 x h 135mm

**THIRD - DISPLAY**

w 126 x h 89mm

**SIXTH - DISPLAY**

w 126 x h 43mm

**Dalesman**  
*visitor guides*

**12th  
CLASS**  
40 x 66

**6th - CLASS**  
83 x 66

**QUARTER**  
w 126 x h 66mm

**THIRD - CLASS**  
w 83 x h 135mm

**ACTUAL SIZE**

# ADVERT SIZES

## DISPLAY

	-	W x H
full inset page	-	126 x 272
half page	-	126 x 135
third of page	-	126 x 89
sixth of page	-	126 x 43

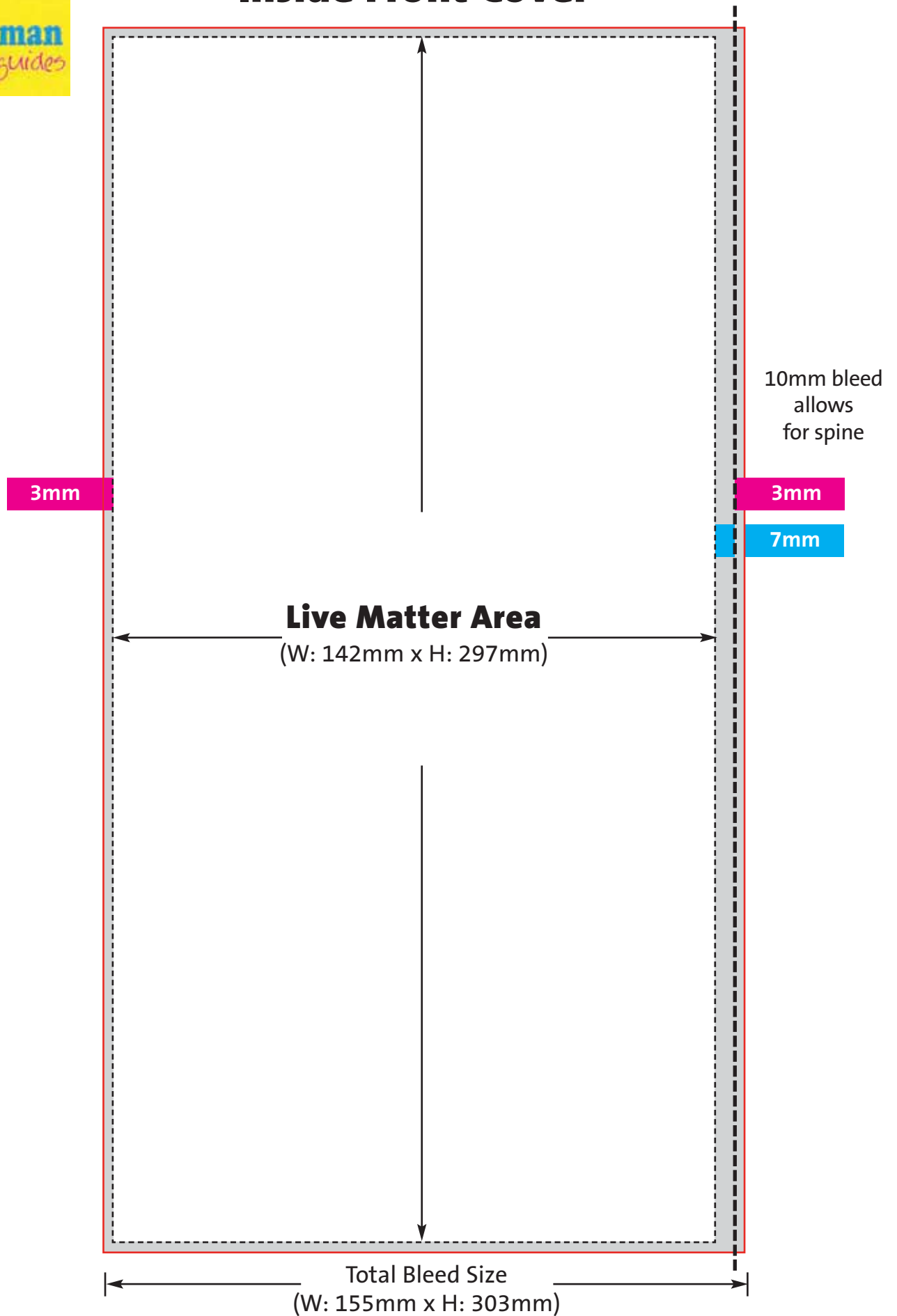
## SPECIAL POSITIONS

Outside Back Cover	-	155 x 303 (inc. 3mm bleed)
Inside Front Cover	-	155 x 303 (inc. bleed)
Inside Back Cover	-	155 x 303 (inc. bleed)

## CLASSIFIED

12th of page	-	40 x 66
6th of page	-	83 x 66
3rd of page	-	83 x 135
quarter page	-	126 x 66

# Inside Front Cover



# Inside Back Cover

10mm bleed  
allows  
for binding

3mm

7mm

3mm

## Live Matter Area

(W: 142mm x H: 297mm)

Total Bleed Size

(W: 155mm x H: 303mm)

