

# Media Information 2009



Living

# Content



- Objective
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- Living distribution
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- Advertising specification



Living

# Objective



- To show how Living can help establish or enhance a brand throughout Durham, Tees Valley and North Yorkshire



Living

## Living In Detail

- Living is a superior glossy, lifestyle magazine, published monthly and is free to pick up
- 25,000 copies are successfully distributed through a network of Marks & Spencer, as well as other key outlets such as Sainsbury's, House of Fraser, Durham Tees Valley Airport and The Metro Centre
- Living is proud of its high quality editorial covering a range of topics including fashion, health, beauty, interiors, travel, motors and property
- Living offers a unique, targeted, advertising opportunity, allowing advertisers to reach ABC1 readers who have high levels of disposable income



Living

# Editorial Page Examples

**Living**  
 MARCH 2008

**CONTENTS**

- 4 PUPPIE PRECIS: Look at these babies in need of a good home
- 8 BUCKLE UP: Living with a car without a driver
- 10 CATS' FEEL: Living with a feline friend
- 12 A FINE FEELING: How to get the most from your dog
- 14 THE FINEST: Living with a dog that's a bit different
- 17 PUPPIE PRECIS: How to get the most from your dog
- 20 THE FINEST: Living with a dog that's a bit different
- 22 THE FINEST: Living with a dog that's a bit different
- 24 THE FINEST: Living with a dog that's a bit different
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- 100 THE FINEST: Living with a dog that's a bit different

**Incredible JOURNEY**

50 Living

51 Living

**Living**  
 FEBRUARY 2008

60 Living

**Living**  
 FEBRUARY 2008

60 Living

**Living**  
 FEBRUARY 2008

60 Living

**POSH frocks**

4 Living

**POSH frocks**

5 Living

**Living My North**

58 Living

# Advertising Page Examples



## Retail

...open holiday

bathroom  
kitchens

...exclusively yours

Granite Worktops all produced on our own premises  
Newark, Chesterfield, Lincoln, Tuxford, Don & Mablethorpe, Hull & Scunthorpe

Showroom at Old Station Road, South Bank,  
Middlebrough, Cleveland TS6 6AD  
Tel: 01642 244540  
Email: info@hsretail.co.uk

## Retail

You choose which fabulous fabric goes on...  
and we'll take 25% off.

Decor

NEWCASTLE - AMSTERDAM  
NEWCASTLE - HORNBY

DEPS  
SUNGLASSES

SUMMER  
SAIL & SAVE  
MINI CRUISES - SAVE OVER 25%

GET WATER AND  
GET A DAY LIKE NO OTHER

www.dps.co.uk/summer - 0871 892 0866



## Property

Live the DREAM

3.99% (7.24% APR) mortgage fixed for 3 years\* and a great night's sleep...

3.99% mortgage fixed for 3 years plus accident, sickness and unemployment insurance included\*

Shepherd Homes

## Motors

MOVING up a gear

Audi

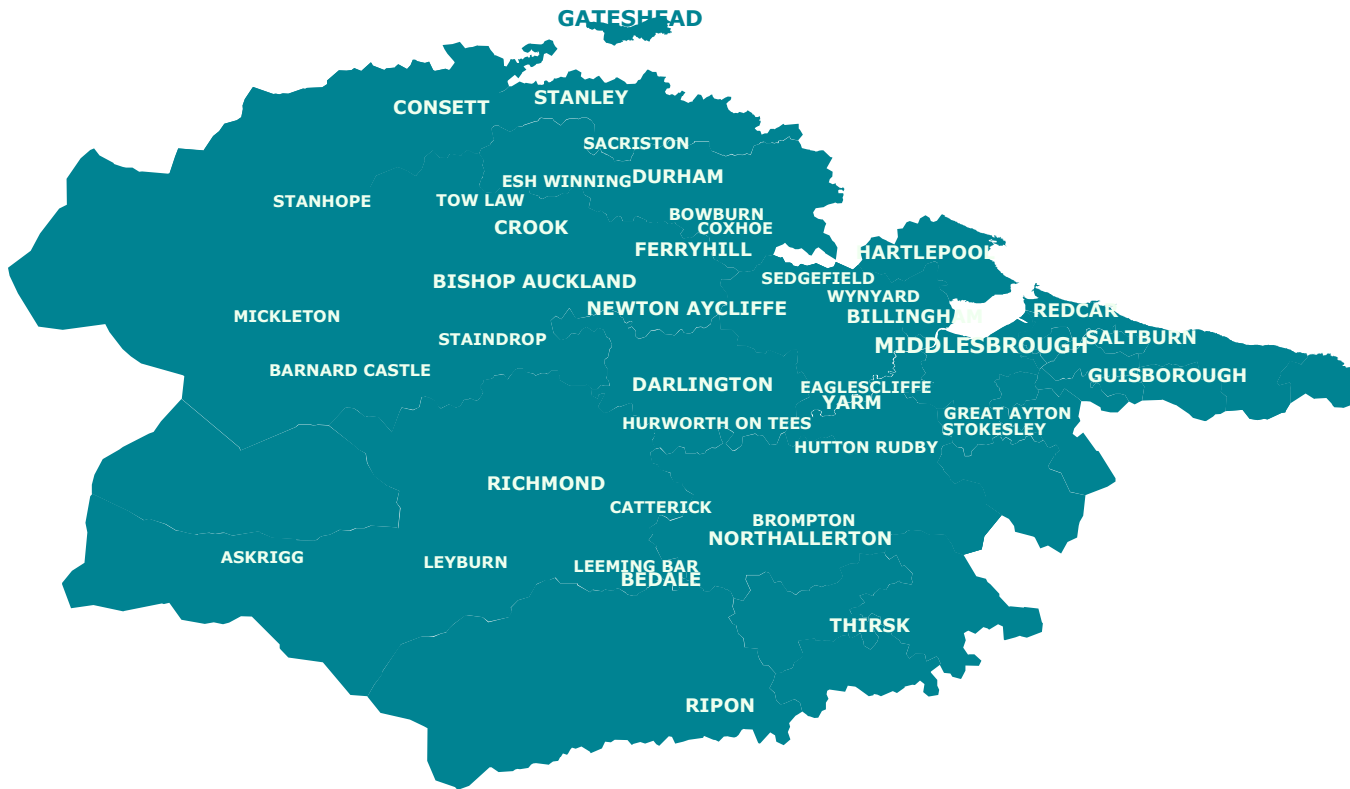
A4/02/0R



Living



# Distribution Area



- Free pick up in key locations throughout County Durham, Tees Valley & North Yorkshire



Living

Source: Newsquest (North East) Ltd – Distribution Department January 2009

# Distribution Information



- 21,000 copies distributed through key retailers in Durham, Tees Valley and North Yorkshire including:
  - Marks & Spencers
  - Metro Centre
  - Sainsbury
  - The Gate Shopping Centre
  - Prince Bishops Shopping Centre
  - The Cornmill Shopping Centre
  - Binns
  - Ken Warne's
  - The House
  - Darlington Railway Station
  - Durham Tees Valley Airport
  - Lewis Cooper
  - Contemporary Hair Salons throughout Tees Valley
- Plus additional 4,000 copies distributed free of charge to a selection of independent retailer's and businesses



Living

Source: Newsquest (North East) Ltd – Distribution Department January 2009

# 2009 Publication Dates



ISSUE	PUBLICATION DATE	BOOKING DEADLINE	COPY DEADLINE	COMPLETE ARTWORK DEADLINE
■ FEBRUARY	16th January	22nd December	24th December	31st December
■ MARCH	13th February	19th January	21st January	28th January
■ APRIL	20th March	23rd February	25th February	4th March
■ MAY	17th April	23rd March	25th March	1st April
■ JUNE	15th May	20th April	22nd April	29th April
■ JULY	19th June	26th May	27th May	3rd June
■ AUGUST	17th July	22nd June	24th June	1st July
■ SEPTEMBER	14th August	20th July	22nd July	29th July
■ OCTOBER	18th September	24th August	26th August	2nd September
■ NOVEMBER	16th October	21st September	23rd September	30th September
■ DECEMBER	13th November	19th October	21st October	28th October
■ JANUARY	18th December	23rd November	25th November	2nd December



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# Advertising Opportunities



- Inside front £500
- Inside back £500
- Full page profile £500
- Half page profile £300
- Double page spread £800
- Full page £450
- Half page £275
- Quarter page £175
- Classified directory £40

\*Rates include a free visualising and artwork service

\*\* All rates exclude VAT and are subject to availability



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# Advertising Specifications



Advertising Sizes	Depth	Width
■ Full page with bleed	303mm	213mm
■ Full page	277mm	190mm
■ Half page vertical	277mm	93mm
■ Half page horizontal	137mm	190mm
■ Quarter page	137mm	93mm
■ Double page spread with bleed	303mm	426mm



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# Electronic Media Specifications



## COMPLETE ARTWORK FORMATS:

- PDFs** - Use PDFs through the Newspaper Society's AdFast website at: **www.adfast.co.uk**. Registration for this FREE service takes a few minutes and a help page is available at **www.adfast.co.uk/UploadHelp.cfm** to take you through the process.  
**OR** - you may send PDFs via email direct to us, but only if you first use Newsquest North East's job options file for your version of Distiller (we will supply this file!)  
**YOU MUST** ensure that **YOUR PDF is FLIGHTCHECKED** prior to transmission
- A.D.S** – Use **A.D.S** to format your complete EPS before transmission to us

## Essential Requirements:

- FILENAME** - Use only the six-figure URN supplied by our advertising department
- EMBEDDED ARTWORK** - Use only the formats as described on page 2 of this document
- FONTS** - Use Type 1 Fonts – DO NOT use System Fonts (ie, Geneva, Helvetica, Arial, etc.)  
 DO NOT use Font Styles (ie, bold, italic) - use a specific bold/italic font
- DOCUMENT SIZE** - Each newspaper advert must be EXACTLY the same size as its document - no margins around the advert border / dimensions!
- FULL COLOUR** - Should only contain process colours (CMYK) - convert your Pantones!
- SPOT COLOUR** - Red (100M 100Y - process!) Blue (100C - process!)

Pre-Press - Tel. (01325) 505304 | Email: production@nne.co.uk

## Commercial Artwork (COLOUR)

Scanned Picture Resolution 300dpi

Halftone Range Colour:

Highlight	Shadow
4 Cyan	85 Cyan
2 Magenta	80 Magenta
2 Yellow	80 Yellow
0 Black	75 Black
Dot Gain:	<b>SWOP Coated 20% @ 50%</b>
Ink Colours:	<b>SWOP Coated</b>
Black Ink Limit:	<b>90%</b>
Total Ink Limit:	<b>320%</b>

## ACCEPTABLE FILE FORMATS

**TIFF** - Don't use LZW Compression

### PHOTOSHOP EPS

Mac 8-bit Preview and with ASCII Encoding

These may be used as embedded artwork within an advert EPS or as stand-alone artwork

**Do not use RGB Pictures**

## ARTWORK DELIVERED VIA EMAIL

**Our mail server has a file size limit of 4mb**  
**We can only accept PDF, TIFF, JPEG (don't send Microsoft Word, Excel etc.)**



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# Contact Details



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