

# COUNTRY PUBLICATIONS LIMITED



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: 85,583    Group readership: 427,915**



## 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: 19,817**

ABC From ABC Standard Certificate of Circulation For the 12 issues distributed between 01.01.2007 and 31.12.2007



## 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: 37,687**

ABC From ABC Standard Certificate of Circulation For the 12 issues distributed between 01.01.2007 and 31.12.2007



## 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: 12,505**

ABC From ABC Standard Certificate of Circulation For the 12 issues distributed between 01.01.2007 and 31.12.2007



## Down Your Way

YORKSHIRE'S NOSTALGIC MAGAZINE

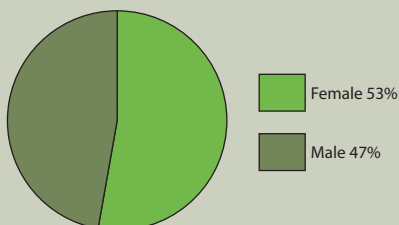
Down Your Way is our fastest growing nostalgic magazine. There's nothing more powerful than images and stories drawn from living memory untainted by academics or historians. Down Your Way has grown into something of a phenomenon and our humble magazine continues to thrive and grow due to hearty recommendations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

**Circulation: 15,574**

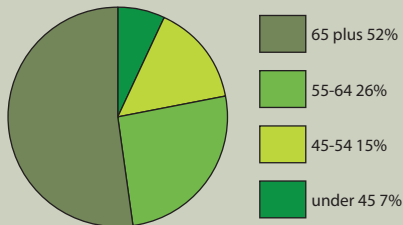
Coverage Circulation Jan-Dec 2007

## Key Demographic - National

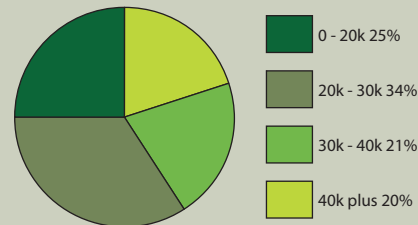
### Gender



### Age



### Income

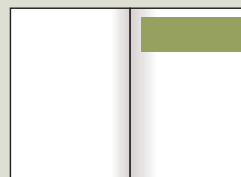




## GROUP ADVERTISING RATES (ALL FOUR TITLES)



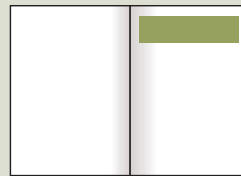
**Display advertising**  
Double Page Spread £7,980  
298 x 210 mm (w x h) + 5mm bleed



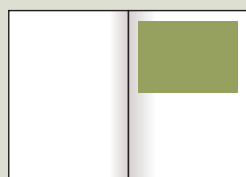
**Classified advertising**  
Quarter Page Landscape £1,100  
123 x 42.5 mm (w x h)



**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)



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



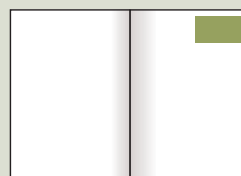
**Display advertising**  
Half Page Landscape £1,995  
**Classified advertising**  
Half Page Landscape £1,995  
123 x 88.5 mm (w x h) + 5mm bleed



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



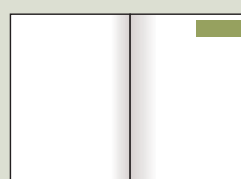
**Display advertising**  
Half Page Portrait £1,995  
**Classified advertising**  
Half Page Portrait £1,995  
60 x 180 mm (w x h) + 5mm bleed



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



**Classified advertising**  
Quarter Page Portrait £1,100  
60 x 88.5 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

**Half Page** 156 x 109 mm (w x h)

**Quarter Page** Portrait 76 x 109 mm (w x h)

**Quarter Page** Landscape 109 x 76 mm (w x h)

**Size 1** (Sixteenth)- 50 x 32 mm (w x h)

**Size 2** (Eighth) - 50 x 66 mm (w x h)

**Size 3** (Fifth)- 103 x 32 mm (w x h)

**Size 4** (Fifth)- 103 x 66 mm (w x h)

## MORE RATES/INFORMATION

### Lineage

Lineage £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 lineage information please contact:

Laura Jackson, T: 01756 693481

E: laura@dalesman.co.uk

**All prices are exclusive of VAT 15%. 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 LIMITED



The Water Mill, Broughton Hall, Skipton,  
North Yorkshire, BD23 3AG

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## LINEAGE ADVERTISING

### INFORMATION

Lineage 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 'Countryman' magazine will appear on the Countryman website ([www.countrymanmagazine.co.uk](http://www.countrymanmagazine.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 15%. Discounts are available for series bookings.**

**Agency commission 10%**

**For further lineage information please contact:**

Laura Jackson, T: 01756 693481

E: [laura@dalesman.co.uk](mailto:laura@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.

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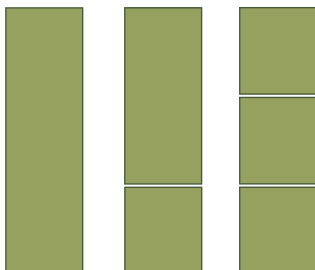


The Water Mill, Broughton Hall, Skipton,  
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[www.countrypublications.co.uk](http://www.countrypublications.co.uk)



Web advertising is as important than ever, allowing the potential customer to view all of your products and make a purchase with one easy click.

Our websites are a natural extension our magazines, full of extra information, reader input, photos, geneology articles and family tree searches and directories of local services. Users of our sites exhibit the same trust and loyalty as our magazine readers, meaning that advertising with us is as good as a personal recommendation. Our web presence is growing month on month, and is being built upon by new site launches for all publications in the coming year. Get in touch to find out how you can take pride of place in our new sites.



### AD PLACEMENT

The highlighted space is where we place the majority of ads throughout our sites. This means that the adverts can vary from one single Skyscraper to three Single Tile ads. There will never be more than three adverts in this space.

### UNIQUE USERS

The amount of individuals looking at the site each month

**www.dalesman.co.uk - 35, 346 per month\***  
OVER 1000 HITS A DAY!

**www.countrymanmagazine.co.uk - 5,400 per month\***  
(\*av. per month, based on 2008)

### ARTWORK

We are happy to accept web-ready artwork but, as with our print adverts, we have an in-house design team ready to make your ad shine. If you wish to supply your own artwork, see the FAQ below.

#### Q: Do you use Flash banners?

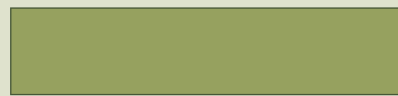
A: We do not use Flash on our sites, but do accept animated gif files or static gif and jpeg files. This is so everyone can see the ads.

#### Q: What size should it be?

A: For pixel dimensions, see the diagram above. We do not accept ads larger than 50Kb in size. This means your ads load quicker.

#### Q: How do I include a link?

When ordering, simply tell us the web address you want users to go to when the ad is clicked.



### BANNER

The most 'traditional' form of web advertising. The banner sits on top or supporting the page content, and is the only advert on the page. It is used when the content of the page allows.

**615px x 90px (w x h) (72dpi)**

**Dalesman £1600 per year**

**Countryman £800 per year**



### SKYSCRAPER

So called because it stands upright on the side of the page. One of the key advantages of the Skyscraper is you are guaranteed to be the only advertiser on the page.

**120px x 415px (w x h) (72dpi)**

**Dalesman £600 per year**

**Countryman £300 per year**



### DOUBLE TILE

Two thirds the size of the Skyscraper, the Double Tile still gives impact, but will share the page with one, smaller ad.

**120px x 275px (w x h) (72dpi)**

**Dalesman £450 per year**

**Countryman £200 per year**



### SINGLE TILE

Our highest value online advertising option, a Single Tile will sit with either two other ads the same size, or share with a Double Tile ad.

**120px x 135px (w x h) (72dpi)**

**Dalesman £350 per year**

**Countryman £120 per year**

### For further information please contact:

Tracy Horsfall, Group Advertising Manager

T: 01756 693478

E: tracy@dalesman.co.uk

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**Agency commission 10%**

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