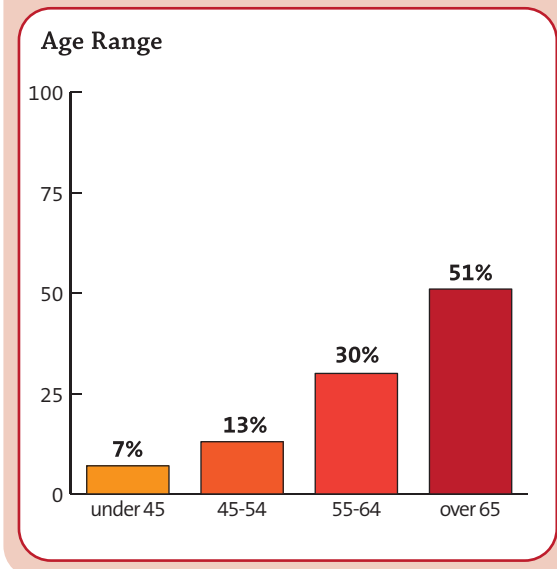
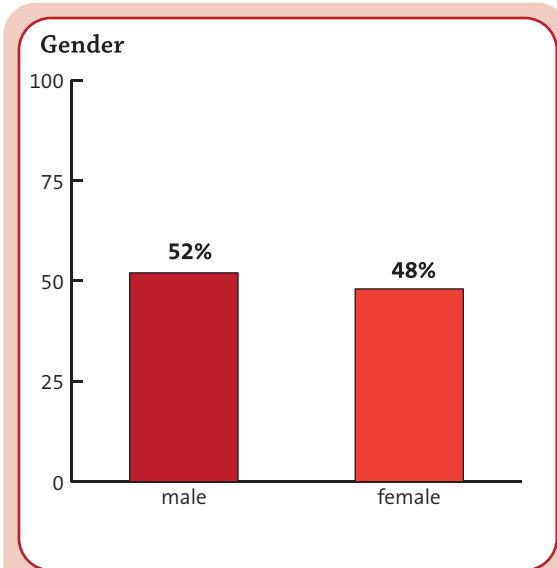


Cumbria

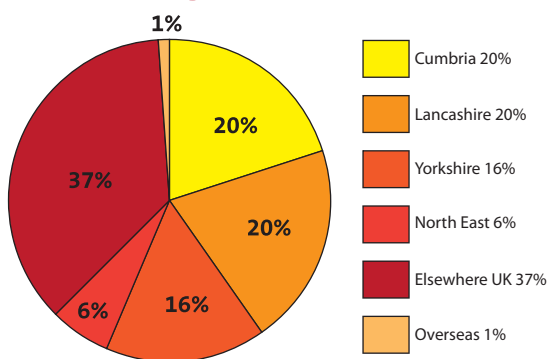
LAKELAND'S FAVOURITE MAGAZINE



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

12,505



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

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

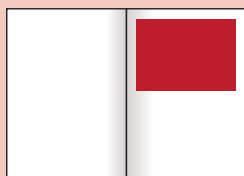
Advertising Rates



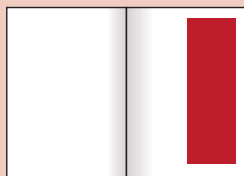
Display advertising
 Double Page Spread £1,300
 298 x 210 mm (w x h) + 5mm bleed



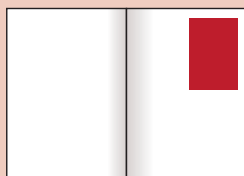
Display advertising
 Cover Positions £750
 Full Page £650
 148 x 210 mm (w x h) + 5mm bleed
 Full Page (features etc) £650
 123 x 180 mm (w x h)



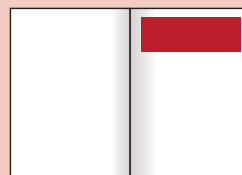
Display advertising
 Half Page Landscape £325
Classified advertising
 Half Page Landscape £325
 123 x 88.5 mm (w x h) + 5mm bleed



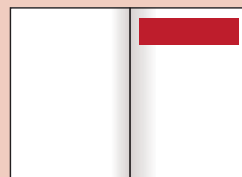
Classified advertising
 Half Page Portrait £325
 60 x 180 mm (w x h) + 5mm bleed



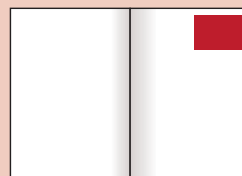
Classified advertising
 Quarter Page Portrait £180
 60 x 88.5 mm (w x h)



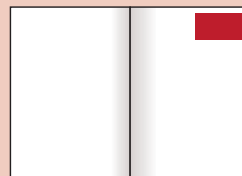
Classified advertising
 Quarter Page Landscape £180
 123 x 42.5 mm (w x h)



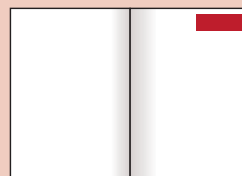
Classified advertising
 Fifth Page £150
 123 x 33 mm (w x h)



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



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