

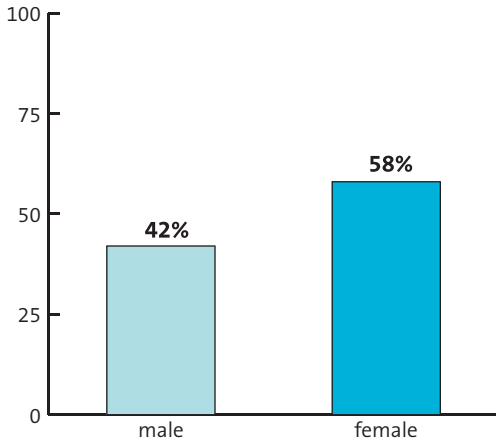
Dalesman

YORKSHIRE'S FAVOURITE MAGAZINE

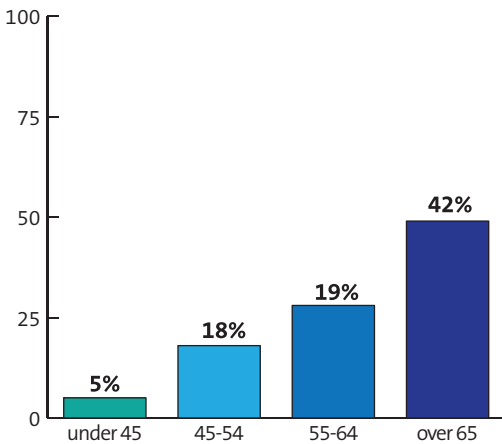


Demographics

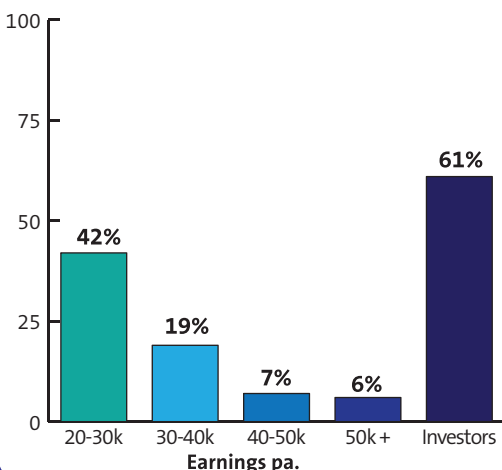
Gender



Age Range



Financial



“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

37,687



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

Habits & Trends

Key papers are:

Telegraph
Daily Mail

Mail Order Purchasing:

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

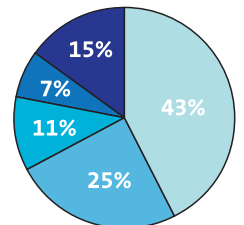
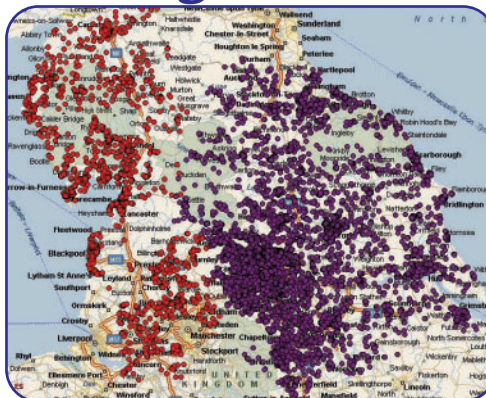
Holidays:

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



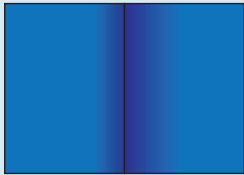
- West Yorkshire **43%**
- North Yorkshire **25%**
- South Yorkshire **11%**
- East Yorkshire **7%**
- Elsewhere UK **15%**

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

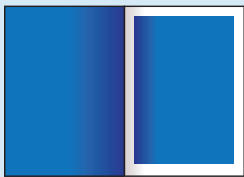
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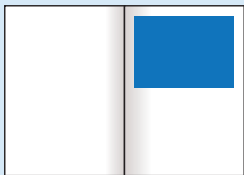
Advertising Rates



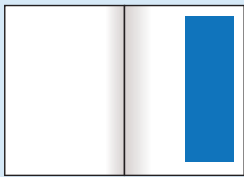
Display advertising
 Double Page Spread £3,400
 298 x 210 mm (w x h) + 5mm bleed



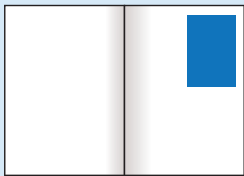
Display advertising
 Cover Positions £1,955
 Full Page (bleed) £1,700
 148 x 210 mm (w x h) + 5mm bleed
 Full Page (features etc) £1,700
 123 x 180 mm (w x h)



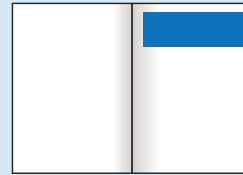
Display advertising
 Half Page Landscape £850
Classified advertising
 Half Page Landscape £850
 123 x 88.5 mm (w x h) + 5mm bleed



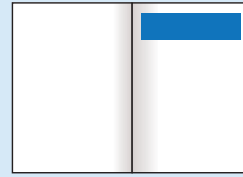
Display advertising
 Half Page Portrait £850
Classified advertising
 Half Page Portrait £850
 60 x 180 mm (w x h) + 5mm bleed



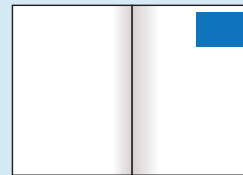
Classified advertising
 Quarter Page Portrait £468
 60 x 88.5 mm (w x h)



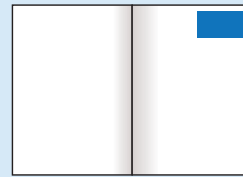
Classified advertising
 Quarter Page Landscape £468
 123 x 42.5 mm (w x h)



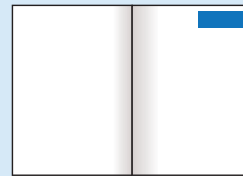
Classified advertising
 Fifth Page £350
 123 x 33 mm (w x h)



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

Lineage

£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:

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 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 with link.

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