



COUNTRY LIFE



THE VOICE OF THE COUNTRYSIDE

MEDIA INFORMATION 2017



Since its launch in 1897, COUNTRY LIFE has been the world's most celebrated magazine of the British way of life, its countryside, properties and gardens. Its matchless authority, exquisite photography and world-class writing have ensured its position

as one of the nation's truly great magazines.

COUNTRY LIFE'S readers have always sought the best things in life from food and antiques to the finest properties and estates to buy. Our readers love to travel, have exquisite taste and a large disposable income which allows them to live in the manner to which they are accustomed. I am immensely proud that we have increased our ABC for five consecutive years.

MARK HEDGES
EDITOR, COUNTRY LIFE

READER PROFILE

Circulation: 40,047

Source: ABC Jan - Dec 2016 (Combined print and digital circulation)

Readership: 216,000 (+27% yoy)

Solus readership: 88%

Male profile: 44%

Female profile: 56%

Average age: 55

AB: 46%

ABC1: 70%

Age 35-64: 50%

Source: NRS Jan - June 2016

Countrylife.co.uk

806,864 monthly page impressions

213,862 unique users

Mobile: 72,882

Tablet: 94,775

Source: Google Analytics Jul 2015

Male profile: 49% Female profile: 51%

Age 35+: 54%

Source: Comscore Jul 2015

Total monthly reach: 442,804 (across all platforms)

HOUSEHOLD INFORMATION

- Average household income: £126,624
- Country Life readers have been buying Country Life for 10 years
- 73% own a second property

Source: Country Life Reader Survey 2013



2017 SPECIAL ISSUES

JANUARY	
4 th	
11 th	
18 th	
25 th	Winter Gardens
FEBRUARY	
1 st	
8 th	
15 th	Future Heirlooms
22 nd	Fine Arts
MARCH	
1 st	
8 th	Country House Specialists
15 th	Small Country Houses
22 nd	International Supplement*
29 th	Spring Gardens
APRIL	
6 th	Interiors & Ireland
12 th	The English Village
19 th	New build & developments
26 th	East Anglia
MAY	
3 rd	Cotswolds
10 th	Surrey
17 th	Summer Gardens
24 th	West Country
31 st	120 th Anniversary / Collectors' & Jersey
JUNE	
7 th	Summer Issue
14 th	Masterpiece
21 st	France
28 th	

JULY	
5 th	Best of Britain
12 th	Coastal
19 th	Architecture
26 th	
AUGUST	
2 nd	
9 th	
16 th	Scotland
23 rd	
30 th	Equestrian
SEPTEMBER	
6 th	New Build & Development / School
13 th	Cotswolds
20 th	Autumn gardens
27 th	Yorkshire
OCTOBER	
4 th	
11 th	London
18 th	Interiors
25 th	Country Sports
NOVEMBER	
1 st	
8 th	Prince Charles
15 th	Gentleman's Life
22 nd	Restoration
29 th	Xmas Gifts
DECEMBER	
6 th	
13 th - 20 th	Christmas Double Issue & Travel Supplement
27 th	

***INTERNATIONAL EDITIONS
COPY DEADLINE 15 DAYS PRIOR TO ON SALE DATE**

CREATIVE MEDIA

Our dedicated Creative Media team can build bespoke packages, that capitalise on the authority and credibility of our title.

A closer association between your products and our market leading multi-platform brand offers a wide range of benefits. These include:

- Engaging and building trust with our readers
- Enhancing stand out and impact
- Increasing brand awareness

WHAT WE OFFER:

We offer a full advertorial design and production service. Advertorials work extremely well in promoting your brand. They can be used as a call to action or to capture data, to convey detailed technical information or to introduce a new product to the market. There are many sponsorship opportunities including,

- Bespoke supplements
- Feature sponsorship
- Events
- Campaigns
- Pull out guides and posters
- Brochure printing
- Photoshoots
- Point of sale design and reprints
- Paper creative such as tip-ons and gatefolds.

Advertising promotion



Time to buy—and sell
As the dust settles after the General Election, Savills predicts the strongest UK property market for some time

For a number of years, commentators have predicted that the UK property market would be hit hard by the election. However, the market has proved resilient and is expected to continue to grow over the next few years. Savills predicts the strongest UK property market for some time.

Some buyers can approach a more cautious approach to the market with the greater certainty provided by the election. Savills predicts the strongest UK property market for some time.

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Advertising promotion

It's all the little things
Details can often be overlooked, but with the new Subaru Forester, it's the little touches that make it a delight



You can't always judge a car by its looks. The new Subaru Forester is a testament to this, as it's the little touches that make it a delight. From the interior to the exterior, every detail has been carefully considered to ensure the car is both practical and stylish.

Subaru thinks about your needs, and just what the car looks like in a showroom.

Subaru's commitment to safety is also a key feature. The car is equipped with a range of safety features, including adaptive cruise control and lane-keeping assist.

Subaru's commitment to sustainability is also a key feature. The car is equipped with a range of eco-friendly features, including a hybrid engine and solar panels.



Advertising promotion



Spotlight on... OKA
Awarded 5 stars in the 2018 UK Furniture Awards, OKA is the leading brand in the UK furniture market.

OKA is the leading brand in the UK furniture market. The brand is known for its high-quality, modern furniture and lighting. OKA's commitment to quality and design is reflected in its award-winning products.

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Our aim has always been to make great design accessible to everyone, with the highest quality and sustainability.



15% OFF OKA'S LIGHTING COLLECTION
OKA's Lighting Collection is a range of modern, stylish lighting fixtures. The collection includes table lamps, floor lamps, and ceiling lights.

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**FOR FURTHER INFORMATION
ON CREATIVE SOLUTIONS
PLEASE CONTACT**

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ADVERTISING RATES

DISPLAY

Inside Front Cover	£6,282
Inside Back Cover	£5,981
Outside Back Cover	£6,375
Double Page Spread	£9,820
Full Page	
Facing Matter	£5,445
Half Page	£3,082
Quarter Page	£1,641

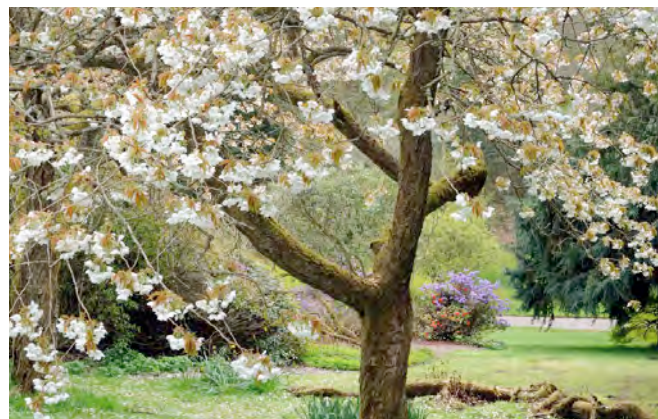
CLASSIFIED RATES

SET SIZES

Quarter page Colour	£805
Eighth page Colour	£621
Sixteenth page Colour	£407

DIGITAL RATES

MPU -	£15cpm
Leaderboard -	£13cpm
E-newsletters -	£12cpm for any of the formats
Solus -	£120cpm
Advertorial -	£500 for 7 days on home page
Competitions prices available on request	
Creative Solutions prices available on request	



INSERTS

Inserts are a way of reaching the audience by way of loose or bound in cards or leaflets.

Their success can be measured in the following ways:

- Retainable - reference point, interactive, consumer handles them
- Responsive
- Creative Flexibility - copy testing, response mechanisms
- Volume flexibility - minimum volume low capital cost, large volumes wide coverage, tests viability of medium
- Connectivity - inserts drive on-line and are complimentary to on-line

COUNTRY PURSUITS RATES

Newsstand Rates Loose (£/000)

Single Sheet	38
4-8 Pages	42
10-16 Pages	47
18-24 Pages	52
26-32 Pages	56

ONLINE

Advertisers can now target digital brands through data segmentation.

Globally Time Inc. have:

14.6
MILLION
monthly monthly
unique users

137
MILLION
monthly
page impressions



DESK TOP



MOBILE



SOCIAL



VIDEO



TABLET



EXAMPLES OF DATA SEGMENTATION

- COUNTRY LIFE
- HIGH NET WORTH
- GARDEN LOVERS
- FARMERS
- INTERIORS
- FINANCE
- PROPERTY
- LUXURY
- PICTURE



DIGITAL ADVERTISING

Our digital advertising team can help you connect with your audience in a number of reliable and exciting ways. We offer over 40 digital solutions, ensuring you are engaging with your customers in the most relevant and cost-effective ways possible.

Every business has different needs so we now offer a number of different services to match that. Display advertising works well at creating awareness for your brand; this can be standard formats like leaders or MPU's, or something more sophisticated that utilises video and animation in the form of rich media. These options can be great at driving traffic, creating awareness or reaffirming your brand message to our audience.

VIDEO

We also offer a number of solutions for video including creation, pre-roll and sponsorship opportunities. We have a three videographers at Time Inc. that can help you develop your video strategy and help maximise new or existing video content. As part of our video offering we also distribute to huge audience on our sites also through social media, giving you the overall package from creation to distribution to sales.

SOCIAL MEDIA

Every company, big or small, needs to harness the power of social media to interact with customers. We now have an established client services team that can help you start or grow your social media adventure or simply enhance it, anything from helping increase engagement to creating brand new informative and exciting content. We already work with a number of high-profile companies across the UK and can help apply our skills to your business.



**WE HAVE A
DIGITAL SOLUTION
FOR YOUR EVERY
BUSINESS NEED**

Time Inc.

ADVERTISING CONTACTS

FINE ARTS ADVERTISEMENT MANAGER

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HEAD OF MARKET: COUNTRY, INTERIORS AND GARDENING

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