

COUNTRY LIFE





Since 1897, Country Life has achieved iconic status as a magazine that celebrates the British way of Life.

It's eclectic mix of content championing the British countryside, properties, luxury craftsmanship, interiors and gardens remains unparalleled.

The Country Life audience are ultra high net worth individuals.

They seek the finer things in life; from luxury jewellery and antiques to the finest properties and estates.





They own multiple properties and span 3 core reader groups:

Traditionalists.

Wealthy Aspirants.

Core Country.

2018 Issue Dates

Jan-03	
Jan-10	
Jan-17	Winter Gardens
Jan-24	
Jan-31	
Feb-07	London Property Focus
Feb-14	Future Heirlooms
Feb-21	
Feb-28	Fine Arts & Schools Focus
Mar-07	Country House Specialists
Mar-14	Smaller Country Houses & Weddings Special
Mar-21	The Golden Hour Property Focus
Mar-28	Spring Gardens & International Property (EASTER)
Apr-04	Interiors
Apr-11	
Apr-18	New Build & Development
Apr-25	East Anglia
May-02	Cotswolds
May-09	Surrey & Monaco and Mediterranean
May-16	Royal Wedding & Summer Gardens
May-23	
May-30	West Country
Jun-06	Collectors' & Guernsey
Jun-13	Best of Britain
Jun-20	Masterpiece
Jun-27	France





2018 Issue Dates

Jul-04 Weekend Cottages Property Focus

Jul-11 Coastal

Jul-18 Architecture

Jul-25 Game Fair

Aug-01

Aug-08

Aug-15

Aug-22 Scotland

Aug-29 Equestrian

Sep-05 New Build and Development & Schools Focus

Sep-12 Autumn Gardens & Decorex

Sep-19 Cotswolds & Shooting special

Sep-26 Weddings Focus

Oct-03 The North

Oct-10 London & International Property focus

Oct-17 Interiors

Oct-24 Country Sports

Oct-31

Nov-07 Ski Property Focus & Gentleman's Life

Nov-14 Prince Charles as Guest Editor

Nov-21 Restoration

Nov-28 Christmas Presents/Food & Drink/Advent calendar cover

Dec-05 Caribbean Property Focus

Dec-12 Christmas Double Issue & Travel

Dec-26

COUNTRY LIFE®

EVERY WEEK



2018 SPECIAL INTERIORS ISSUES

February 7th

Interiors special: lighting

February 14th

Interiors special: stoves

February 21st

Interiors special: conservatories

March 7th

Country House Specialists Directory

March 14th

Smaller Country Houses

March 21st

Interiors special: kitchens

March 28th

Interiors special: bathrooms

April 4th

Spring Interiors special

April 11th

Interiors special: paint

April 25th

Interiors special: outdoor furniture

May 9th

Future Heirlooms

June 13th

Best of Britain

Interiors special: Made In Britain

July 18th

Architecture

September 5th

Interiors special: bathrooms

September 12th

Interiors special: Decorex/Focus

September 26th

Interiors special: kitchens

October 10th

Interiors special: paint

October 18th

Autumn Interiors special

November 7th

Interiors special: stoves

November 14th

Interiors special: lighting

HRH Prince of Wales Guest Edit

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FACT SHEET

Country Life attracts a unique, affluent and discerning audience drawn to Country Life's eclectic and authoritative editorial mix. They are immune to the overtures of brands that overtly and deliberately target the wealthy.

25% Of Country life readers have estates with up to 25 acres of land.

61% Belong to private members clubs

28% Own multiple properties

£2.25m Average property price advertised in Country Life

COMMUNICATION REACH

Readership: 183,000
Solus readership: 88%
Circulation: 40,047
Male profile: 44%
Female profile: 56%
Average age: 55
AB: 46%
ABC1: 70%

Source: PAMCO Jun 16 - July2017, ABC Jan – Dec 16

Countrylife.co.uk

806,864 monthly page impressions
213,862 unique users
Mobile: 72,882
Tablet: 94,775
SOCIAL reach: 60,000

AUDIENCE PROFILE

46% AB

45 - 60 TARGET AGE