

# COUNTRY LIFE



THE VOICE OF THE COUNTRYSIDE

**MEDIA INFORMATION 2015**



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.

**MARK HEDGES**  
EDITOR, COUNTRY LIFE

## READER PROFILE

**Circulation: 39,132**

Source: ABC Jan-Dec 14 (Combined print and digital circulation)

**Readership: 222,000**

**Solus readership: 88%**

**Male profile: 55%**

**Female profile: 45%**

**Average age: 52**

**AB: 39%**

**ABC1: 69%**

**Age 35-64: 48%**

Source: NRS Jul 13 - Jun14

**Countrylife.co.uk**

**2,303,052 monthly page impressions**

**336,675 unique users**

**Mobile: 66,000**

**Tablet: 98,064**

Source: Google Analytics Aug 14

**Male profile: 46% Female profile: 54%**

**Age 35+: 55%**

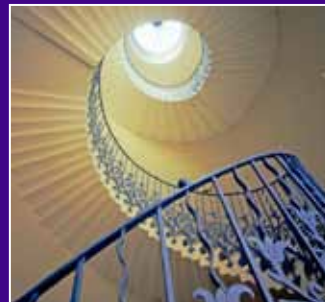
Source: Comscore Jul 14

**Total monthly reach: 564,004 (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



## 2015 SPECIAL ISSUES

JANUARY	
7 <sup>TH</sup>	
14 <sup>TH</sup>	Winter Gardens
21 <sup>ST</sup>	
28 <sup>TH</sup>	
FEBRUARY	
4 <sup>TH</sup>	
11 <sup>TH</sup>	Property Focus - London
18 <sup>TH</sup>	
25 <sup>TH</sup>	Fine Arts
MARCH	
4 <sup>TH</sup>	
11 <sup>TH</sup>	Smaller Country Houses
18 <sup>TH</sup>	Spring Gardens
25 <sup>TH</sup>	Property Focus - Chilterns + Country Life Int.*
APRIL	
1 <sup>ST</sup>	Easter Issue - Interiors
8 <sup>TH</sup>	
15 <sup>TH</sup>	
22 <sup>ND</sup>	
29 <sup>TH</sup>	East Anglia
MAY	
6 <sup>TH</sup>	Scotland
13 <sup>TH</sup>	Summer Gardens
20 <sup>TH</sup>	Surrey (Mediterranean & Monaco Issue)
27 <sup>TH</sup>	West Country
JUNE	
3 <sup>RD</sup>	Collectors
10 <sup>TH</sup>	Cotswolds
17 <sup>TH</sup>	Masterpiece
24 <sup>TH</sup>	France

JULY	
1 <sup>ST</sup>	Best of Britain
8 <sup>TH</sup>	Waterside & Coastal - Jersey
15 <sup>TH</sup>	Architecture
22 <sup>ND</sup>	
29 <sup>TH</sup>	Gamefair/Yorkshire & North Property Focus
AUGUST	
5 <sup>TH</sup>	
12 <sup>TH</sup>	
19 <sup>TH</sup>	Scotland
26 <sup>TH</sup>	
SEPTEMBER	
2 <sup>ND</sup>	Equestrian
9 <sup>TH</sup>	Cotswolds
16 <sup>TH</sup>	Autumn Gardens/Decorex Preview/Country Life Fair
23 <sup>RD</sup>	Property Focus - Hampshire
30 <sup>TH</sup>	New Build & Developments
OCTOBER	
7 <sup>TH</sup>	Interior Design
14 <sup>TH</sup>	London + Country Life Int.*
21 <sup>ST</sup>	
28 <sup>TH</sup>	Sporting & Country
NOVEMBER	
4 <sup>TH</sup>	Property Focus - Ski
11 <sup>TH</sup>	
18 <sup>TH</sup>	Restoration
25 <sup>TH</sup>	Xmas Gifts
DECEMBER	
2 <sup>ND</sup>	Property Focus - Caribbean
9 <sup>TH</sup>	
16 <sup>TH</sup> -23 <sup>RD</sup>	Christmas Double Issue & Travel Supplement
30 <sup>TH</sup>	

**\*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.



## FOR FURTHER INFORMATION ON CREATIVE SOLUTIONS PLEASE CONTACT

Charlotte Harris 020 3148 2604  
charlotte.harris@timeinc.com

Carly Wright 020 3148 2629  
carly.wright@timeinc.com



## 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

Lineage (min 4 lines)	£9.30 per line
Lineage (property) (min 4 lines)	£10.00 per line
Full Display	£39.52 per single column cm mono
25% surcharge for full colour	

#### 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 -	£80-£100cpm
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

### SPECIFICATIONS

DPS: type area: 267 x 433mm bleed size: 306 x 466mm trim: 300 x 460mm \*DPS should be supplied as single page elements

WHOLE PAGE: type area: 267 x 204mm bleed size: 306 x 236mm trim: 300 x 230mm

HALF PG HORIZONTAL: type area: 131 x 204mm bleed size: 153 x 236mm trim: 147 x 230mm

HALF PG VERTICAL: type area: 267 x 99mm bleed size: 316 x 118mm trim: 300 x 112mm

QUARTER PAGE: type area: 131 x 99mm

### SPECIFICATIONS

Half Page (horizontal) 127 mm height, 204 mm width

Quarter Page 12.7 cm x 2 columns

Eighth Page 6.3 cm x 2 columns (horizontal)

Eighth Page 12.7 cm x 1 column (vertical)

Sixteenth Page 6.3 cm x 1 column

Column Widths

1 column 48 mm, 2 columns 100 mm

3 columns 152 mm, 4 columns 204 mm

### SPECIFICATIONS

MPU W 300px x H 250 px

Leaderboard W 728px x H 90px

Skycraper W120 px x H 600 px

Double MPU W 300 pxx H 600 px

### 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

## ADVERTISING CONTACTS

---

ROSEMARY ARCHER - HEAD OF COUNTRY AND SHOOTING  
rosemary.archer@timeinc.com Tel: 020 3148 2310

KATE BARNFIELD - BRAND MANAGER  
kate.barnfield@timeinc.com Tel: 020 3148 2622

YASMIN SUNGUR - LUXURY SENIOR SALES EXECUTIVE  
yasmin.sungur@timeinc.com Tel: 020 3148 2633

KAY WOOD - BUSINESS DEVELOPMENT MANAGER  
kay.wood@timeinc.com Tel: 020 3148 2652

LINDSEY WEBSTER - BUSINESS DEVELOPMENT MANAGER  
lindsey.webster@timeinc.com Tel: 020 3148 2690

CARLY WRIGHT - CREATIVE SOLUTIONS  
carly.wright@timeinc.com Tel: 020 3148 2629

DANIEL CASH - CLASSIFIED SALES EXECUTIVE  
daniel.cash@timeinc.com Tel: 020 3148 2539

KATE McARDLE - CLASSIFIED SALES EXECUTIVE  
kate.mcardle@timeinc.com Tel: 020 3148 2557

MONA AMARASAKERA - INSERTS  
mona.amarasakera@timeinc.com Tel: 020 3148 3710

---