

# EXMOOR MAGAZINE

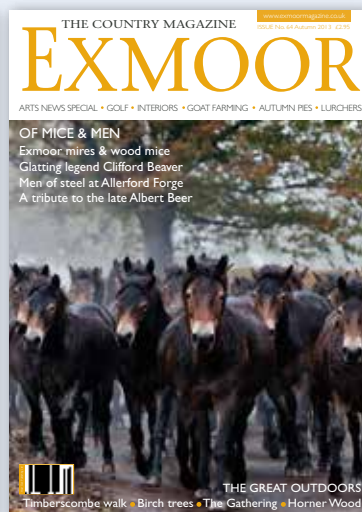
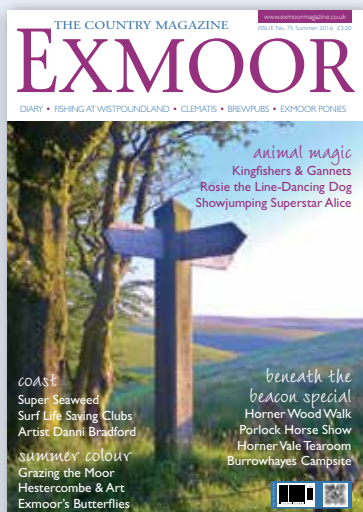
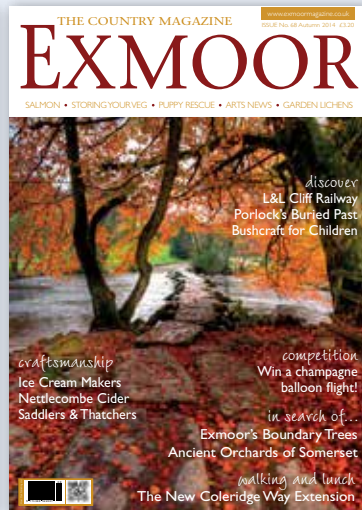
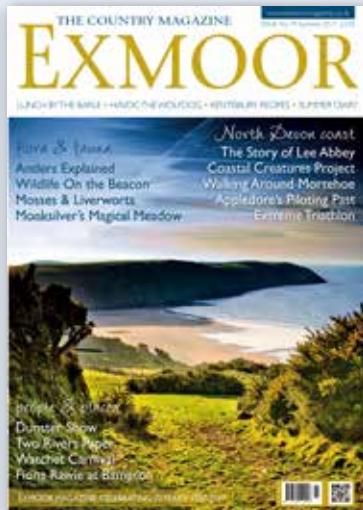
# Media pack

“Locally owned, locally produced – for all who love Exmoor, North Devon and the Quantocks.”



## INSIDE

- Background information
- Rates, schedule & artwork
- Dimensions (shown actual size)
- Benefits & complementary extras for all advertisers
- Contact us



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## BACKGROUND INFORMATION

**Exmoor Magazine** is the quarterly publication for anyone who loves all things Exmoor. Popular with those who are local to Exmoor, North Devon, the Brendons and the Quantocks, it also has an enthusiastic subscriber base among people who have moved away, individuals who holiday on Exmoor and those who have family in the area and like to stay in touch with Exmoor life.

Established in 1997, the magazine is independently owned and run on Exmoor. Each issue is richly illustrated with around 200 colour photographs by local photographers which accompany in-depth features by our team of local writers.

The publication is features led and tends to be kept for the long term, as testified by our sales of bespoke binders. Features cover topics such as farming and landscape, food and drink, walking, flora and fauna, local profiles, wellbeing, the arts, equine matters, ecology, down memory lane, history, community, education, coast, interiors, exploring nature for children, active Exmoor and an events diary. **Exmoor Magazine** subscriptions are popular as gifts year round.

## OUR COVERAGE AREA



## AT A GLANCE

Sold throughout Exmoor, North Devon & the Quantocks and direct to our national and international subscribers

Outlets include M&S, Waitrose & Co-ops, as well as local shops

20,000-25,000 readers

Over 4,370 followers on Instagram

Over 5,470 followers on Twitter

Over 6,800 fans on Facebook

New digital content daily

Quarterly: long shelf life

Being independent and local allows us to give our advertisers a tailored, personal service. We regularly publish advertisers' editorial stories on our blog and social media for free, and we can run offers and competitions by arrangement.

“ We advertise in **Exmoor Magazine** and have always done so because we, like the magazine, are rooted in the place and are keen to celebrate it. The magazine has always promoted us as a business and it promotes Exmoor in its truest form, displaying a real respect for its natural beauty. ”

Eric Norman, OWNER OF THE REST AND BE THANKFUL INN, WHEDDON CROSS

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## RATES & DISCOUNT STRUCTURE PRICES

These are the sizes of advert which we offer	Dimensions of our ad sizes (width x height)	Price when booking for one issue	Price per issue when booking for 2 or 3 issues	Price per issue when booking for 4 issues
A4 full page no bleed	210mm x 297mm	£497.50	12% discount £435	15% discount £420
A4 full page with 3mm bleed	216mm x 303mm	£497.50	12% discount £435	15% discount £420
Half page (horizontal)	180mm x 129mm	£320	10% discount £288	13% discount £278
Half page (vertical)	88mm x 262mm	£320	10% discount £288	13% discount £278
Quarter page (horizontal)	180mm x 62.5mm	£184	8% discount £169	10% discount £166
Quarter page (vertical)	88mm x 129mm	£184	8% discount £169	10% discount £166
Eighth page (horizontal)	88mm x 62.5mm	£95	8% discount £87	10% discount £85
Sixteenth page (vertical)	42mm x 62.5mm	£50	6% discount £47	8% discount £46
Over the hills/diary ads	60mm x 42mm	£37	5% discount £35	8% discount £34
Strip in diary (across the width of a page, beneath the editorial)	185mm x 42mm	£105	6% discount £99	7% discount £97

**INSERTS** Rates for inserts are dependent on weight and size. Please ask for an individual quote. We limit inserts to maximise their impact.

**ADVERTORIALS** Advertising feature (½ or full page) designed in our house style – prices as above; placement & timing by arrangement with our editor.

**DOUBLE-PAGE SPREADS** are sometimes available by arrangement. Please call to discuss your requirements.

**COVERS** Please call to enquire about inside and outside cover positions.

% discounts are rounded to nearest £

**All prices are subject to VAT at current rate.**

## SCHEDULE (SPECIFIC SCHEDULES AVAILABLE FOR EACH ISSUE)

### SPRING

Artwork deadline: first week January

Magazine to print: start February

Publication: mid-February

### SUMMER

Artwork deadline: first week April

Magazine to print: end April

Publication: mid-May

### AUTUMN

Artwork deadline: first week July

Magazine to print: start August

Publication: mid-August

### WINTER

Artwork deadline: end September

Magazine to print: end October

Publication: early November

“ I had a large spread of work on sale in Dulverton as a direct result of the feature and lots of comments which may well lead to sales in the long term. It is hard to say straight away because the magazine stays around for a long time and has an ongoing appeal and relevance. People hold on to it so the benefits last! I like its general permanence. I am certain that the feature will continue to do me good. Thank you so much. Many of my friends said how superb it was.”

Clare DuVergier  
FEATURED ARTIST, WIVELISCOMBE

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## ARTWORK

We provide a FREE artwork service or you can of course provide your own. You may choose to repeat artwork or change with each issue, at no extra cost.

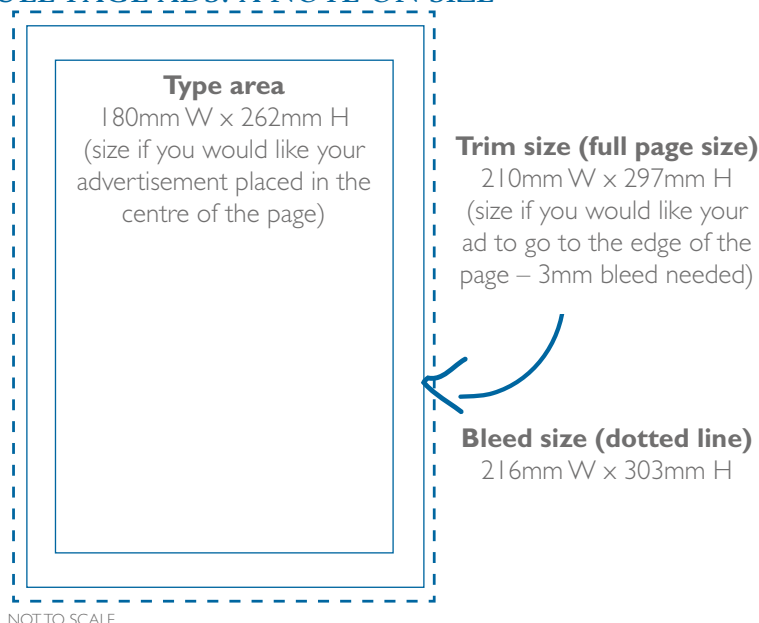
### SUPPLIED ARTWORK

Should be saved as CMYK. Can be supplied as high-res PDFs, JPEG, TIFF or EPS (including preview data and fonts). We can also accept artwork in InDesign or Photoshop. Please include fonts and CMYK pictures at a resolution no lower than 300dpi.

### ARTWORK SERVICES

Artwork for your advertisement can be made up by our studio from materials that you supply. These should include good-quality digital colour photos (JPEGs, PDFs or TIFFs at 300dpi), text as legible hard copy, Word or in an email, and, if required, a sketch of preferred layout. A colour proof will be supplied before going to print. We do not accept Publisher files, images placed in a Word document (please send them separately) or images taken from the internet (low resolution). If you have any queries please email: [naomi@lighthousecommunications.co.uk](mailto:naomi@lighthousecommunications.co.uk).

### FULL-PAGE ADS: A NOTE ON SIZE



NOT TO SCALE

## POSITION

Advertisements are placed with relevant and fitting content and we sell advertisements into dedicated areas of the magazine. Advertisers are secured a requested position such as 'early right' or 'top of page', on a first-come, first-served basis. We are happy to answer any questions you may have about position prior to publication. Anecdotal feedback from advertisers suggests that the most effective approach is to maintain a similar position throughout your campaign.

“ I have just received the latest issue of **Exmoor Magazine**. Once again, I am so delighted with the very high quality of the editorial content. Superb photographs and great news interest. Well done to the team. This has to rate as one of the best magazines available today. ”

Pat Sennet  
NORTH DEVON SHOW

Locally owned, locally produced: for Exmoor, North Devon & the Quantocks

## DIMENSIONS

Eighth page horizontal  
88mm W x 62.5mm H

Quarter page horizontal  
180mm W x 62.5mm H

Half page horizontal  
180mm W x 129mm H

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Half page vertical  
88mm W x 262mm H

Sixteenth page  
vertical only  
42mm W x  
62.5mm H

“ Our sixteenth ad works really well for us. We ask our customers where they heard about us and **Exmoor Magazine** comes up a lot. ”

Christine Khan,  
EXMOOR WINDOWS  
MINEHEAD

Quarter page vertical  
88mm W x 129mm H

# EXMOOR MAGAZINE

OUR TOP TEN, IN NO PARTICULAR ORDER...

## WE ARE RIGHT FOR YOU IF:

### **You target audience is local**

We are local to the core – in both advertising and editorial content. Our readers tell us they care strongly about this and like to support the businesses we feature. We cover Exmoor, North Devon and the Quantocks. More specifically, our editorial covers an area extending to the coast in the north and, approximately, the Quantocks in the east, Appledore in the west and Credenon in the south.

### **You are looking for a high-end publication**

Our well-established brand is a respected, high-end publication. Advertisers become a highly visible part of the Exmoor business community and our excellent copy reproduction ensures that your sales message is delivered to an exceptional standard.

### **You value something a little more personal**

We are owned and produced on Exmoor. We take pride in the fact that being an independent business, rather than part of a chain, enables us to react swiftly to requests and feedback from readers and advertisers alike and we are always keen to consider joint marketing initiatives with the local business community.

### **You want your ad to appear alongside strong content**

We have a strong team of writers, photographers and editorial professionals. We are dedicated to providing a quality, bespoke service, tailored specifically to clients' needs, not a one-size-fits-all brand.

### **You will benefit by appealing to a wide demographic**

Our appeal is widespread, with features reaching a wide male and female demographic of all ages, from children to grandparents. Our content is features led, with in-depth articles covering a diverse range of topics, including farming and landscape, food and drink, walking, flora and fauna, local profiles, wellbeing, the arts, equine matters, ecology, down memory lane, history, community, education, coast, interiors, exploring nature for children, active Exmoor and an events diary. We help you target your advertising accordingly and will work with you to place your advertisement in the most appropriate area of the magazine.

### **You care where your money goes**

We have a loyal network of retail outlets, many of which are sole traders. We are also sold in M&S, Waitrose and the local Co-ops. Combined with our healthy subscription figures, we are confident of reaching in excess of 20,000-25,000 readers per issue.

### **You are keen to reach a growing online audience**

You are interested in reaching the fast-growing social media community via Instagram, Twitter, Facebook and our website, especially when you have an instant message to communicate.

### **You want the benefits of appearing in a paid-for magazine**

One of the benefits of advertising in a paid-for magazine rather than a 'freebie' is that people do not discard it as readily and buy it because they want to read it.

### **You would like your ad to last**

Being quarterly, the magazine enjoys a long shelf life. Many readers save their magazines and our binders and back issues are consistently popular. This means that your sales message lingers long after initial publication.

### **You have a modest budget**

We have a number of advertising options for businesses on a small budget – with advertisements from as little as £32.

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## FREE TO ALL OF OUR ADVERTISERS

Access to our social media platforms – blog, Twitter and Facebook – via our editor, for your news stories and competitions. These platforms are updated approximately 12 times per week.

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Option to request that we run a competition or promotion with you – online or in the magazine, as appropriate.

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You may have a special event where it would be beneficial to have back copies of the magazine. We will work with you to make this possible where appropriate.

“ The magazine is a nice, easygoing read with lots of interesting features. It is important for the area to have a good local focus and that is what the publication is all about. ”

Paul and Donna Berry,  
THE SWAN,  
BAMPTON

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## CONTACT US

### ADVERTISING SALES & ENQUIRIES:

To promote your business within the magazine please contact,  
Naomi Cudmore on 01984 641359  
email: [naomi@lighthousecommunications.co.uk](mailto:naomi@lighthousecommunications.co.uk)

### BECOMING A STOCKIST, OR MULTIPLE SUBSCRIPTIONS:

If you are interested in becoming a stockist or if you would like to discuss a multiple subscription – perhaps for your accommodation if you are a tourism provider – please contact:  
Margaret Robinson, Administrator  
Tel. 0345 2241203  
Email: [office@exmoormagazine.co.uk](mailto:office@exmoormagazine.co.uk)

## FIND US ONLINE



Instagram  
[www.instagram.com/exmoormagazine/](http://www.instagram.com/exmoormagazine/)



Twitter  
[twitter.com/ExmoorMagazine](https://twitter.com/ExmoorMagazine)



Facebook  
Exmoor Magazine



Website  
[www.exmoormagazine.co.uk](http://www.exmoormagazine.co.uk)

“Just a quick email to say thank you for the piece on the Festival plus refs in the diary – lovely. The magazine is a really lovely publication these days! Well done! A good read and fab photographs. Many thanks.”

Pauline Homeshaw,  
TEN PARISHES FESTIVAL

### GENERAL ENQUIRIES



By post:  
Exmoor Magazine  
PO Box 113  
Wheddon Cross  
Minehead TA24 9DL



T: 0345 2241203 (Margaret Robinson)  
(this is a local rate number)



Email:  
[office@exmoormagazine.co.uk](mailto:office@exmoormagazine.co.uk)

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