

# LIVING NORTH

*the Magazine for the North West*

## MEDIA INFORMATION PACK

A HUGE SUCCESSFUL BRAND IN THE NORTH EAST AND YORKSHIRE OVER THE PAST 25 YEARS, LIVING NORTH IS NOW LAUNCHING A NEW MAGAZINE FOR THE NORTH WEST OF ENGLAND.

The leading lifestyle media source for a unique and otherwise hard-to-reach audience, Living North's readers are the most discerning, loyal, active and highly engaged.







# *Who we are*

Living North is a long-established, independent publisher of coveted, quality magazines for the North East and Yorkshire. The bestselling magazines in both areas, our bought and paid for circulation guarantees an engaged and discerning audience who trust our content and rely on our recommendations.

In October 2025 we will be launching a new magazine for the North West of England, delivering the same stylish, relevant, engaging and informative print content, alongside carefully-curated digital content for our significant online audience.

We have been proud to work with leading local businesses across the North East and Yorkshire for more than 25 years, and we are looking forward to showcasing the North West in a similarly aspirational and positive way, working closely with our advertisers to maximise their impact, and add value through editorial support to reinforce their messaging, in print, online and via social media.

Living North also run very successful, large scale shopping and lifestyle events (20,000+ visitors per event) and this year will see our first in the North West when we introduce Living North's Christmas Fair at Haydock Park in early November (6th-9th). Our first North West magazine will be heavily promoted and available at the event.

LIVING NORTH... the Magazine for the North West





# Readership

## DISCERNING, DEMANDING, ACTIVE AND ENGAGED

Our readers are passionate about where they live and are highly engaged with all aspects of the region's culture, from food and drink, what's on, and finding the best places to stay for weekend breaks, to the latest trends in homes and interiors, health, beauty, and property.

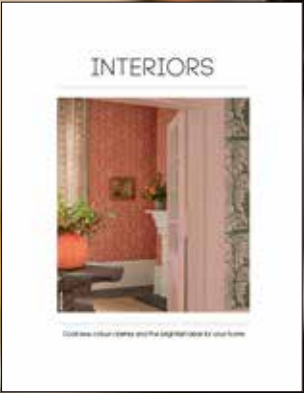
Supporting local businesses is a key factor in our readers' buying decisions – they like to shop local and will always seek out products, produce and services that come from independents in their area.

- A target readership of 70,000+ affluent, discerning individuals per magazine per month
- ABI-profile, affluent, professional, homeowners with high disposable incomes
- 60% aged 30 to 65
- 75% female
- 80% homeowners
- Living North will be stocked in more than 400 retailers and specialist outlets across the North West, and in major newsagent chains and supermarkets. We are the first and only independent regional magazine to be accepted by Marks & Spencer.

**Areas to be covered by Living North, the magazine for the North West:**  
Cumbria, Lancashire, Greater Manchester, Merseyside and Cheshire.

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CULTURE & WHAT'S ON



We reveal the secret to creating the perfect party atmosphere. Whether you're a party planner or just looking for inspiration, we've got you covered. From the best of the best to the most innovative, we've got you covered. From the best of the best to the most innovative, we've got you covered.

From the best of the best to the most innovative, we've got you covered.

WHAT'S ON

Summer's hottest happenings and the things you need to know.



From the best of the best to the most innovative, we've got you covered.

Northern Soul



Celebrating everything about the North East and why we should make the most of it, we've got you covered. From the best of the best to the most innovative, we've got you covered.



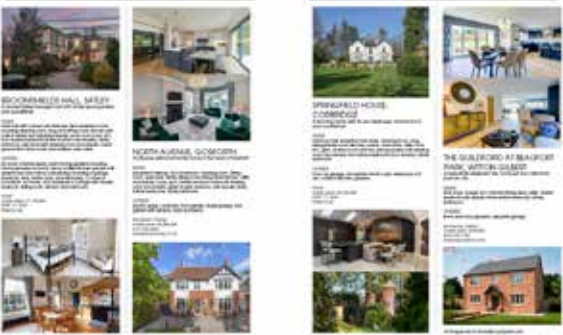
From the best of the best to the most innovative, we've got you covered.

PROPERTY & WEALTH



From the best of the best to the most innovative, we've got you covered.

ON THE MARKET



From the best of the best to the most innovative, we've got you covered.

EDUCATION



From the best of the best to the most innovative, we've got you covered.

No Stress



From the best of the best to the most innovative, we've got you covered.

HEALTH, BEAUTY & WELLNESS



From the best of the best to the most innovative, we've got you covered.

BEAUTY NEWS



From the best of the best to the most innovative, we've got you covered.

Seaside Sanctuary

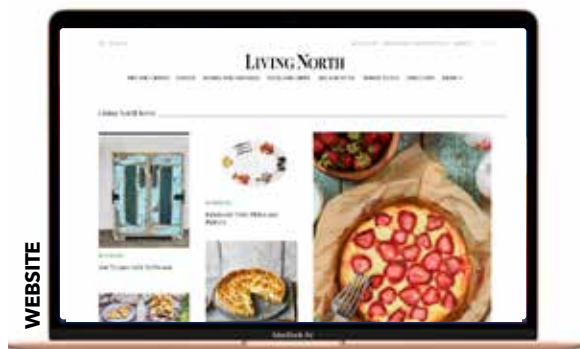


From the best of the best to the most innovative, we've got you covered.



# Digital

## EXPANDING REACH AND DELIVERING ORIGINAL CONTENT



An extension of the curated editorial that the magazine is renowned for with additional unique content, livingnorth.com provides an influential platform from which to promote your brand.

Our digital audience relishes the quality, positivity and local elements we champion, ensuring that they are not only engaged and interested, but also keen to use the services and products found on our site.

Digital campaigns can work in tandem with print to allow a multi-channel approach which is both impactful and agile, helping your business fulfil its potential.

## AVERAGE MONTHLY FIGURES

155,000+

PAGE  
VIEWS

56,000+

UNIQUE  
USERS

28%

DESKTOP  
USERS

72%

MOBILE  
USERS

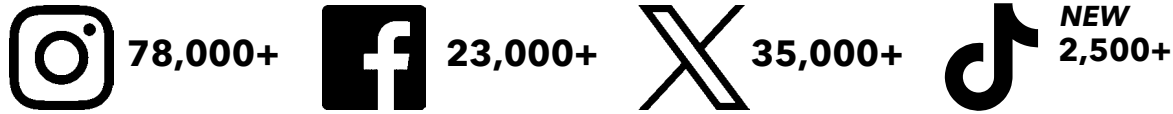
AVERAGE ENGAGEMENT TIME: **OVER 2 MINUTES**

**USER PROFILE:** AGE 30-68: **58%** • MALE/FEMALE: **35% / 65%**

# *Social Media* Amplification

## ENGAGED AUDIENCES

Our social media audiences are among the largest, most proactive and engaged in the North of England and growing daily. With active content curated for Instagram, Facebook and X, our social media platforms can be used, when possible, to further promote your story.



An audience of **500,000+** engage with us across our platforms each month

## *Living North* Newsletter

### TWICE WEEKLY EMAIL NEWSLETTER TO MORE THAN 68,000 ACTIVE SUBSCRIBERS

- Exclusive access to stories and interviews from across the North
- The latest recipes, foodie inspiration and places to eat
- Inspirational ideas for what's on and where to go
- Unique content and stories that get behind the scenes of our features

A limited number of advertising spaces are made available on each newsletter meaning your message is guaranteed to be seen:

- A banner advert with an external link is a direct way of promoting an event or marketing message.
- An advertorial story (linking to an advertorial hosted on livingnorth.com) is a clear and engaging way to promote a specific aspect of your business, a product, or an event.

Content can be supplied, or we can create bespoke content in-house for you if required.

**68,000**  
Active Subscribers

**35%**  
Open Rate  
(Industry average 17–28%)

**4.9%**  
Click Through Rate  
(Industry average 2–5%)



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# Living North *Events*

**Living North run four of the largest and most successful annual shopping and lifestyle events in the North of England, two at Christmas and two in spring in both Newcastle and York.**

New for November 2025 is our Christmas Fair at Haydock Park Racecourse, situated between Manchester and Liverpool.

Attracting in excess of 100,000+ visitors per year, the events offer a unique opportunity for businesses to showcase their potential in front of a large and discerning audience and provide an invaluable marketing opportunity both through exhibiting, and sponsorship.



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# LIVING NORTH





# *Publishing Plan*

**LIVING NORTH NORTH WEST**  
(features/extended article options in brackets).

**Edition 1: Christmas LAUNCH Edition:** published 16th October 2025  
(to include Gift Guide, Short Breaks, Food for Thought, Gallery Guide, Education)

**Edition 2: Winter Edition:** Published January 2026  
(to include Weddings, Property, Money Matters, Health & Wellbeing, Travel, Education)

**Edition 3: Spring Edition:** Published March 2026  
(to include Interiors & Gardens, Spring Breaks, Out & About Guide)

**Edition 4: Summer Edition:** Published May 2026  
(to include Good Food, The Coast and Planning your Retirement)

**Edition 5: September/October:** Published August 2026

**Edition 6: November/December:** Published October 2026

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# Print *Ratecard*

**DOUBLE PAGE SPREAD • £1,800 + VAT** | 285mm x 440mm

291mm x 446mm with bleed. Allow 40mm in the middle of the DPS for a gutter.

Do not put any text in this section as it may be lost in the spine of the magazine

**FULL PAGE • £950 + VAT** | 285mm x 220mm

291mm x 226mm with bleed. Allow 20mm at each side of the page for a gutter. Do

not put any text in this section as it may be lost in the spine of the magazine

**HALF PAGE HORIZONTAL • £525 + VAT** | 130mm x 194mm

**HALF PAGE VERTICAL • £525 + VAT** | 265mm x 95mm

**QUARTER PAGE • £375 + VAT** | 130mm x 95mm

## PRIME POSITIONS

**INSIDE FRONT COVER • £1,750 + VAT** | 285mm x 220mm

291mm x 226mm with bleed

**INSIDE BACK COVER • £1,750 + VAT** | 285mm x 220mm

291mm x 226mm with bleed

**OUTSIDE BACK COVER • £1,750 + VAT** | 285mm x 220mm

291mm x 226mm with bleed

**GATE FOLD • £2,750 + VAT** | Please get in touch for details

**INSERTS • £55 PER 1000** | Various sizes available

**ADVERTORIAL • ABOVE PAGE RATE PLUS 25%** | Full & half pages

**Discounts available for a series of bookings.**

**Guaranteed early right hand page in first 25% of magazine +15% premium on rate card.**

All files to be supplied as print resolution PDFs with 3mm bleed and crop marks where applicable.  
Images are to be CMYK & 300dpi.

### DOUBLE PAGE SPREAD ADVERT

285mm (h) x 440mm (w)  
291mm (h) x 446mm (w)  
with bleed

### FULL PAGE ADVERT

285mm (h) x 220mm (w)  
291mm (h) x 226mm (w)  
with bleed

### HALF PAGE HORIZONTAL ADVERT

130mm (h) x 194mm (w)  
No bleed

### HALF PAGE VERTICAL ADVERT

265mm (h) x  
95mm (w)  
No bleed

### QUARTER PAGE ADVERT

130mm (h) x  
95mm (w)  
No bleed



# Digital *Ratecard*

**CROSS PLATFORM PACKAGES THAT  
SUPPORT AND PROMOTE YOUR BRAND**

**HOME PAGE BANNER • £500 + VAT | 4 Week Roll Out**

**CHANNEL BANNER • £250 + VAT | 4 Week Roll Out**

**ONLINE ADVERTORIAL • £750 + VAT**

**NEWSLETTER FEATURED STORY (to tie into online advertorial) • £500 + VAT**

**NEWSLETTER BANNER • £250 + VAT**

## Social Media *Amplification*

Support via our ever-growing social media channels can be sold as part of an overall advertising package, with availability strictly limited.



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# *Get In Touch*

**CONNECT WITH US TO DISCUSS HOW  
LIVING NORTH CAN WORK FOR YOU**

Editor: **Janet Blair** • [janet@livingnorth.com](mailto:janet@livingnorth.com)

Publisher: **Julian West** • [julian@livingnorth.com](mailto:julian@livingnorth.com)

Advertising: **Lauren Waugh** • [lauren.waugh@livingnorth.com](mailto:lauren.waugh@livingnorth.com)

T: **0191 261 8944** • E: [info@livingnorth.com](mailto:info@livingnorth.com) • W: [www.livingnorth.com](http://www.livingnorth.com)

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