

LIVING NORTH

YORKSHIRE



MUCH MORE
THAN A MAGAZINE
MEDIA INFORMATION PACK

Who we are

PROUDLY SUPPORTING YORKSHIRE FOR MORE THAN 13 YEARS

Living North is an independent publisher of coveted, quality magazines for Yorkshire, creating relevant and engaging content for our publications (sold by annual subscription and through major supermarkets and retailers across the county), as well as carefully-curated digital content for our online audience.

Proudly supporting local business, Living North has established itself as a leading platform that shines a light on Yorkshire and brings together our discerning readers who have a real passion for the area. We truly represent the soul of the county.

We continue to lead the way in print, digital, newsletters, social media as well as hosting industry-leading events in both Yorkshire and the North East, which themselves allow our readers an unparalleled opportunity to meet the people, companies and brands who are shaping the county.

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Readership

DISCERNING, DEMANDING, ACTIVE AND ENGAGED

Our readers are passionate about Yorkshire and are highly engaged with all aspects of the county's culture, whether this be through food and drink, what's on around the area, finding out the best places to stay for weekend breaks, or the latest trends in homes and interiors.

Supporting local businesses is a key factor in our readers' buying decisions - they shop local and will always seek out products, produce and services that come from Yorkshire.

- A core readership of 70,000+ affluent, discerning individuals per issue, and the highest number of readers per copy of any regional magazine in Yorkshire.
- AB-profile, affluent, professional, homeowners
- 60% aged 30 to 55
- 30% of copies sent to subscribers
- Stocked in 500+ independent newsagents and alternative outlets across Yorkshire as well as all major newsagent chains and supermarkets. We are the first and only independent regional magazine to be accepted by Marks & Spencer.

Magazine

QUALITY CONTENT, UNIQUELY WRITTEN, LOCALLY FOCUSED

Living North is the leading monthly lifestyle magazine for Yorkshire with a bought and paid for circulation and an engaged and discerning audience who love and trust our content.

Built around the key editorial pillars of Homes & Gardens, Life & Style, Food & Drink and What's On, our uniquely curated content is positive, creative, relevant and presented in an affirming and uplifting way, and our editorial is tried and trusted by our audience.

We publish regular, trusted niche supplements on all aspects of lifestyle including Interiors, Weddings, Travel, Food & Drink, Places to Visit, Days Out, Fashion, Health & Beauty and Christmas.

Covering

Living North is sold in supermarkets throughout North, South, East and West Yorkshire, as well as specially selected independent retailers and farm shops, in villages, towns and cities from the Yorkshire Moors to the Dales and from the Pennines to the Wolds.

Print run - 15,500 copies per edition

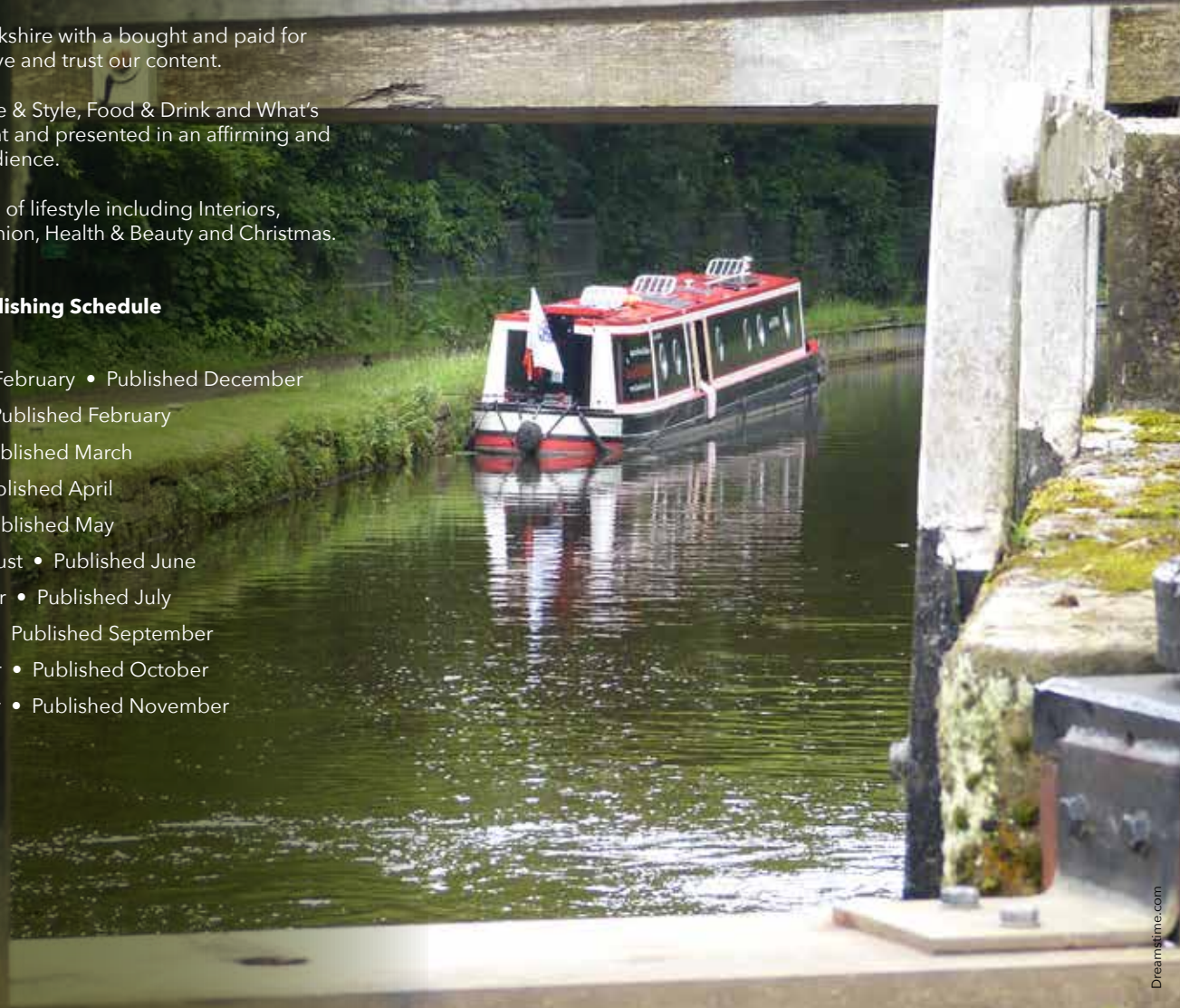
Biggest copy sales source by ranking:

- Sainsbury's
- Marks & Spencer
- Tesco
- Waitrose
- Morrisons

2024 Publishing Schedule

January / February • Published December
March • Published February
April • Published March
May • Published April
June • Published May
July / August • Published June
September • Published July
October • Published September
November • Published October
December • Published November

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Events

A PROGRAMME OF HIGHLY SUCCESSFUL EVENTS THROUGHOUT THE YEAR

Living North has created four of the largest annual shopping and lifestyle events in the North of England, two at Christmas and two in spring in both York and Newcastle.

Attracting in excess of 70,000 visitors per year, they offer a unique opportunity for businesses to showcase their potential in front of a large and discerning audience.

Our Christmas Fairs and Homes & Gardens inspired LIVE spring events focus on all aspects of the magazine attracting an affluent, predominantly female audience and providing an invaluable marketing opportunity through exhibiting as well as sponsorship.

Highly valued on the events circuit, and with a proven successful track record, our fairs currently attract in excess of 250 exhibitors to each event, providing a curated collection of stands for visitors and an unrivalled platform for exhibitors to sell to a hard-to-reach audience from across Yorkshire.



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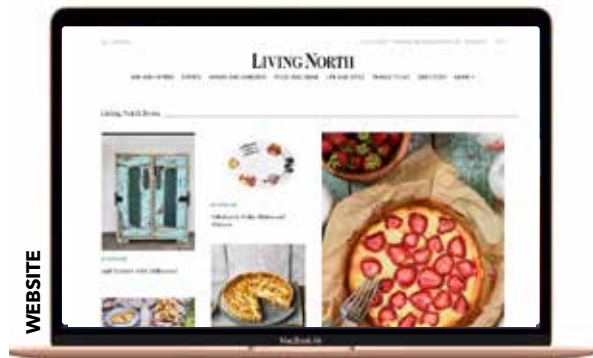
Digital

EXPANDING REACH AND DELIVERING ORIGINAL CONTENT

Living North's digital platforms are an extension of the curated editorial that the magazine is renowned for.

With unique content, Living North provides a luxurious 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, to suit your needs.



AVERAGE MONTHLY FIGURES

150k

PAGE
VIEWS

26k

UNIQUE
USERS

28%

DESKTOP
USERS

72%

MOBILE
USERS

AVERAGE ENGAGEMENT TIME: **OVER 2 MINUTES**

USER PROFILE: AGE 25 - 54: **58%**
MALE/FEMALE: **35% / 65%**

Social Media Amplification

ENGAGED AUDIENCES.

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



47,500+



21,000+



35,000+



NEW!
1,000+

INSTAGRAM



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E-Letter

TWICE WEEKLY NEWSLETTER TO 55,000+ SUBSCRIBERS



Living North E-Letter delivered directly to your inbox twice weekly.

- Exclusive access to stories and interviews from across Yorkshire
- Explore some of the best hidden treasures across Yorkshire
- 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 magazine features

With limited advertising available on each email, including banner advertising, your message is guaranteed to be seen.

An advertorial story is a clear and engaging way to promote a specific aspect of your business, a product, or an event.

We can use supplied imagery for these stories, or we can create content in-house.



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Video Marketing

CREATE MEMORABLE, RELEVANT CONTENT

We can create results for your brand or business by producing video assets and implementing them into your marketing strategy.

A well-produced, strategically placed video is a very powerful tool. Film takes your brand or company on a visual and audible journey. It shows people what it feels like and looks like to work with you. It shows them the passion and excitement that you have for your product or service. Videos are able to speak directly to your audience and deliver a message that gives people a logical reason to buy.

Whether it be a behind the scenes video that delves deeper into your brand or company story, or a series of video testimonials where past customers can give a detailed review of their experience, we've got you covered.

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Contract Publishing

BESPOKE PRINT AND DIGITAL SOLUTIONS FOR YOUR BUSINESS

With 25 years of experience in creating eye-catching, relevant and engaging content, we understand the importance of brand messaging and can help you successfully promote your business in print, and /or via any of our audience platforms.

Developing bespoke products for clients, we combine our marketing, PR and editorial experience to generate creative content for your target audience.

If you are interested in targeting the largest and fastest-growing audience in Yorkshire, please talk to us.

**www.livingnorth.com
0191 261 8944**

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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 • £1,500 + VAT | 285mm x 220mm

291mm x 226mm with bleed

INSIDE BACK COVER • £1,500 + 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

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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

E-LETTER FEATURED STORY (to tie into online advertorial) • £500 + VAT

E-LETTER BANNER • £250 + VAT

VIDEO MARKETING PRODUCTION • £1,250 + 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**

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