

MEDIA PACK

WILTSHIRE LIFE

One magazine, one county

Established since 1946



THE ONLY COUNTY MAGAZINE PUBLISHED IN WILTSHIRE FOR WILTSHIRE

THE WORLD looked very different in 1946 when *Wiltshire Life* was born. Post-Second World War it was a kinder, more optimistic age. A Labour government was in power, and the NHS was about to be born.

Despite many changes a common thread runs through the past 70 years of *Wiltshire Life*. There is an enormous

pride and passion in the values and virtues of our beautiful county. Whatever the pressures and tension that lie outside Wiltshire, a feeling of security and comfort exists within the county boundaries, which the magazine has reflected throughout.

I will not be around in another 70 years' time, but I am pretty confident that the magazine will be. Rejoice and enjoy.

Mark Allen,
Editor-in-chief, *Wiltshire Life*



Claire Waring,
Editor

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Editor for more than a decade, Claire says she has the best job in Wiltshire. She lives in the county town but loves taking her spaniel on walks around Wiltshire, ending in the pub at a fireside spot with an old copy of *Wiltshire Life*. She often commutes to work behind a tractor, and is certain Wiltshire life is the good life.



Jane Kennedy,

Advertising Manager

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Jane has lived and worked in Wiltshire for the past 20 years, joining *Wiltshire Life* in 2005. She currently lives in a small village in the south of the county, and considers herself so fortunate to live in such a delightful part of England. Wiltshire offers beautiful scenery, market towns, historic sights and stunning walks.

What makes *Wiltshire Life* unique?

Wiltshire Life is the only paid for monthly magazine in Wiltshire, and is run independently by our dedicated Wiltshire-based team. Having recently celebrated our 70th anniversary, the magazine remains an invaluable resource for Wiltshire's residents, and continues to truly reflect the beating heart of this vibrant, diverse and magnificent county.

- Founded in 1946, *Wiltshire Life* is the longest standing and most respected publication based in the county.
- The only paid-for title in Wiltshire dedicated to lifestyle and culture.
- A proven and trusted platform from which to advertise.



The *Wiltshire Life* reader

Wiltshire Life readers are active consumers, dedicated to a range of activities and prestige lifestyle interests, and most importantly, are extremely passionate about their county.

- Per cent of readers who have read *Wiltshire Life* for +5 years: 60%

- Average household income: +£51,000
- Pre-paid subscribers: 36%
- Planning to buy a car in next 3-4 years: 44%
- Planning to spend £5,000+ on home improvements in next 3 years: 48%
- Average age: 54

Circulation, distribution and reach

- As the only magazine to cover the entire county, *Wiltshire Life* is distributed accordingly.
- *Wiltshire Life* is distributed via newstrade in over 300 stores around the county. These include high-profile supermarket outlets: Waitrose, Sainsbury's, Morrisons and Co-Op.
- The magazine is also available in over 150 local newsagents, independent stores, cafes and farm shops.

- *Wiltshire Life* is at the heart of every local community. Town and village focus features are supported by increased distribution to the relevant area on an issue by issue basis.
- *Wiltshire Life* possesses a high-pass on rate for many months after publication, thanks to high-quality editorial and the timelessness of some of our featured content, such as a comprehensive guide to the stars or the county's wild flowers.

Such fresh and inspiring content and design. The best county magazine in Britain.

David Andrews (CEO, VisitWiltshire)

Our readers say...

Thank you for producing a great magazine and for the beautiful calendar, a lovely surprise.

Jennifer Harrison



The magazine

Wiltshire Life is a treasure trove of news and information, inspirational stories, stunning photography and novel ideas, created for both residents and visitors.

Produced to the very highest quality, every issue takes our readers on a journey through the county, with over 80 pages of diverse content written by our dedicated team.

- Topical news, current affairs and stories from every corner of Wiltshire
- Editorially led features on local history, wildlife and nature, country living, food and drink, homes, interiors, gardening, eating out, theatre and music
- A monthly focus on life in a chosen village
- Stunning photography is at the heart of every issue of *Wiltshire Life*
- Interviews with leading figures in the county
- Down Your Way town guide in every issue

Every issue is published digitally for mobile, tablet and web browser, allowing the reader to easily search through thousands of articles when on the move.

Other opportunities

Supplements

Independent Schools Guide

Distributed twice-yearly free of charge with *Wiltshire Life* magazine, our A4, 40-page *Independent Schools Guide* covering Wiltshire and neighbouring counties, is recognised as the most comprehensive educational supplement covering Wiltshire, the South and South West.

Retirement Living and Care

Our annual guide is distributed with copies of *Wiltshire Life* as a complimentary resource for all our readers. It is designed to provide care information and guidance on how to plan & enjoy the benefits, freedom & options that retirement brings.



Calendar

Free for subscribers, our annual wall calendar features a selection of stunning photography capturing iconic sights and hidden gems around the county. Advertising spaces are available.

Wiltshire Life Awards

Established in 2006, the Wiltshire Life Awards present a golden opportunity to recognise excellence in several different categories, which helps put the county even more firmly on the map. Awards include Business of the Year, Young Entrepreneur of the Year and the prestigious Pride of Wiltshire and Life Achievement accolades. Sponsorship is available.



Request your free courtesy copy today! Call 01722 717018

Our advertisers say...

An informative, entertaining and thoroughly well-produced magazine.

The Marchioness of Lansdowne, Bowood House

Wiltshire Life has definitely increased our profile as a business.

Neil Straker, Cheverell Wood

Magazine display advertisement and advertorial rates

Position	1 insert	3 inserts	6 inserts	12 inserts
Outside back	£1,350	£1,200	£1,050	£900
Inside covers	£1,260	£1,120	£980	£840
Full-page	£1,080	£960	£840	£720
Half-page	£630	£600	£525	£450
Quarter page	£360	£320	£280	£240

Supplement display advertisement rates

Issue	Full-page	Half-page	Quarter	Special supplement or feature
March 2018	£959	£609	£319	Supplement <i>Independent Schools Guide</i>
April 2018	£959	£609	£319	<i>Wiltshire Life</i> Independent schools feature
May 2018	£959	£609	£319	Supplement <i>Indoors and out</i>
September 2018	£959	£609	£319	<i>Wiltshire Life</i> Independent schools feature
October 2018	£959	£609	£319	Supplement <i>Independent Schools Guide</i>

All rates subject to vat (unless vat exempt)

Cancellation six weeks prior to publication date

Includes the digital format magazine with hyperlinks.

Schools who book a half or full-page advert receive a complimentary enhanced editorial listing (max. 120 words) covering school focus, features and results, to appear in the two standalone supplements.

2018/19 production schedule

Cover date	Editorial submissions deadline	Advertisement booking and ad copy deadline	Publication (on sale) date
Mar 18	15.01.17	15.01.18	01.02.18
Apr 18	12.02.18	12.02.18	01.03.18
May 18	15.03.18	15.03.18	05.04.18
Jun 18	16.04.18	16.04.18	03.05.18
Jul 18	18.05.18	18.05.18	07.06.18
Aug 18	18.06.18	18.06.18	05.07.18
Sep 18	16.07.18	16.07.18	02.08.18
Oct 18	17.08.18	17.08.18	06.09.18
Nov 18	17.09.18	17.09.18	04.10.18
Dec 18	15.10.18	15.10.18	01.11.18
Jan 19	19.11.18	19.11.18	06.12.18
Feb 19	06.12.18	06.12.18	03.01.19
Mar 19	21.01.19	21.01.19	07.02.19
Apr 19	18.02.19	18.02.19	07.03.19
May 19	18.03.19	18.03.19	04.04.19
Jun 19	15.04.19	15.04.19	02.05.19

Advert specification

Magazine

Full-page

(w) 230mm x (h) 297mm
(Add a 3mm bleed)

Half-page landscape

(w) 195mm x (h) 129mm

Half-page portrait

(w) 95mm x (h) 263mm

Quarter-page

(w) 95mm x (h) 129mm

Supplement

Full-page

(w) 210mm x (h) 297mm
(Add a 3mm bleed)

Half-page landscape

(w) 180mm x (h) 128mm

Half-page portrait

(w) 87.5mm x (h) 259mm

Quarter-page

(w) 87.5mm x (h) 128mm

Circulation area

