

Living YORKSHIRE

Yorkshire Living

Yorkshire Living is our high quality monthly free magazine targeting AB customers in York and North Yorkshire, providing you with the perfect platform to reach your target market. As it is targeted to those people who have a high disposable income who tend to be in a more positive buying frame of mind.

It contains editorial by local writers, covering local celebrities, places to visit, fashion, wine, food, motors, gardening, society, entertainment and property, which makes it more readable and more retainable, giving your advertisement the opportunity to more exposure.

It is a glossy full colour magazine which is more attractive to readers therefore there is more chance for your advertisement to stand out in a well put together product.

On average each month there are over 80 pages of advertising and editorial which keeps the reader's attention and interest, therefore providing you with the opportunity of a good response.

The magazine is clearly and logically put together highlighting different areas of the product such as fashion, beauty, promotions, therefore your advertisement will be placed in a relevant part of the magazine in relation to your business, which means you will get potential customers who are purposely seeking your services or products.

Distribution

With a distribution of **15,000** copies to AB homes and outlets in York, Malton, Helmsley, Pickering, Easingwold, Harrogate and surrounding villages, Yorkshire Living targets your customers across North Yorkshire and providing you with the opportunity to reach your target market directly.

Over 600 copies are exclusively distributed through Fenwick, Rodgers of York and Browns in York & Helmsley, which are the ideal outlets for reaching your target customers.

Each month over 1,500 copies are personally handed to AB shoppers outside Marks & Spencer on Parliament Street, Coppergate and Simply Food at Monks Cross, which provides you with the opportunity of reaching local people and tourists.

An exclusive online subscription service where readers can receive a copy of Yorkshire Living every month into their inbox every month is also available providing you with the opportunity to reach customers further afield.

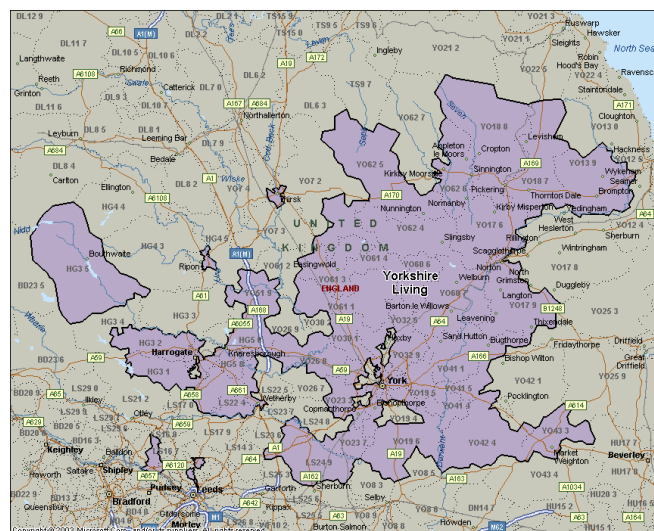


Distribution areas

Yorkshire Living is distributed to selected homes in:

Area	Postal Sector	Area	Postal Sector
Malton	YO17 7	Hessay	YO26 8
Malton	YO17 9	Kirk Hammerton	YO26 8
Pickering	YO18 7	High Catton	YO41 1
Pickering	YO18 8	Low Catton	YO41 1
Dunnington	YO19 5	Elvington	YO41 4
Escrick	YO19 6	Fangfoss	YO41 5
Wheldrake	YO19 6	Roecliffe	YO51 9
Bishopthorpe	YO23 2	Lilling	YO60 6
Askham Bryan	YO23 3	Flaxton	YO60 7
Bilbrough	YO23 3	Aldwark	YO61 1
Copmanthorpe	YO23 3	Alne	YO61 1
Rufforth	YO23 3	Sutton on the Forest	YO61 1
Appleton Roebuck	YO23 7	Easingwold	YO61 3
Nether Poppleton	YO26 6	Hovingham	YO62 4
Upper Poppleton	YO26 6	Helmsley	YO62 5
Green Hammerton	YO26 8		

Distribution map



Living YORKSHIRE

Dates

Date	Booking & copy deadline	Insertion date
February	Tuesday 15th December 2009	Saturday 16th January
March	Tuesday 26th January	Saturday 13th February
April	Tuesday 2nd March	Saturday 20th March
May	Tuesday 30th March	Saturday 17th April
June	Tuesday 27th April	Saturday 15th May
July	Tuesday 1st June	Saturday 19th June
August	Tuesday 29th June	Saturday 17th July
September	Tuesday 27th July	Saturday 14th August
October	Tuesday 31st August	Saturday 18th September
November	Tuesday 28th September	Saturday 16th October
December	Tuesday 26th October	Saturday 13th November
January	Tuesday 23 rd November	Saturday 11th December



Packages

Display				
Size	Rate	2-3 inserts (10% discount)	4-6 inserts (20% discount)	7+ inserts (40% discount)
Full page	£700	£630	£560	£420
Half page	£370	£333	£296	£222
Quarter page	£185	£167	£148	£111
Eighth page	£95	£86	£76	£57
Inside front cover	£750	£675	£600	£450
Inside back cover	£750	£675	£600	£450
Outside back cover	£800	£720	£640	£480
Classified				
3x2	£40	£36	£32	£24
4x2	£54	£49	£43	£32
5x2	£67	£60	£54	£40
6x3	£81	£73	£65	£49
5x1	£34	£31	£27	£20
6x1	£40	£36	£32	£24

SCC rate is £6.70 (minimum size is 3x2)

Rates include full colour and a free visualising and artwork service

Cancellation conditions: Bookings **MUST** be cancelled 2 weeks before deadline otherwise the following charges apply: – 2 weeks = 50%; 1 week = 75%; less than 1 week = full amount

Contact the Yorkshire Living advertising teams on the following numbers to help you with all your advertising needs:

Retail **01904 567167**

Motors **01904 567229**

Entertainments & Features **01904 567212**

Business **01904 567250**

Classified **01904 567223**

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Examples of previous advertisements



Mechanical Data

- Format: Perfect bound
- Bleed size: Full page 305 x 215mm
Double page spread 305 x 426mm
- Trim size: Full page 297 x 210mm
Double page spread 297 x 420mm
- ROP column sizes:

1 column = 38mm	2 columns = 86mm
3 columns = 134mm	4 columns = 182mm
- Classified column sizes:

1 column = 27mm	2 columns = 58mm
3 columns = 89mm	4 columns = 120mm
5 columns = 151mm	6 columns = 182mm
- Full page: 273mm x 182mm
- Half page vertical: 273mm x 86mm
- Half page horizontal: 131mm x 182mm
- Quarter page vertical: 131mm x 86mm
- Quarter page horizontal: 60mm x 182mm
- Eighth page: 63mm x 86mm

Technical Specification

Delivery

- **Email** Only one attachment per email
- **ADFAST** Secure web-based. PDF format with embedded fonts

Acceptable formats and media

- **EPS files** Fonts and graphics embedded. Level 1 or 2 postscript
- **PDF files** Version 1.3 *Do not* subset fonts / apply security or protection of any type / use Object Level Compression in Acrobat 6

Fonts

- Newsquest does not accept supplied fonts
- Fonts that are not embedded may be substituted with defaults
- Use only Type 1 postscript fonts

Type specifications

- Text reversed in multi-colour should not be below 12pt sans serif
- Minimum size should be 8 points in a bold face, sans serif

Overprinting

- Backgrounds should have a tonal value of less than 25%

Process colour

- Cyan (C) Magenta (M) Yellow (Y) Black (K)

Dot

- Dot gain is 32% in the 50% dot area. Anything greater than 80% will print solid
- Max of 75% in shadow. Highlights set at 5% with 0% for catchlights

Resolutions

- Line-art 1200 dpi and colour/mono at 300 dpi

Living YORKSHIRE

Get your message across with a Yorkshire Living special promotion

Our special promotion pages provide you with the opportunity to tell your potential customers all about your business with a 50/50 mix of advertising and personalised editorial, making this is a very beneficial form of advertising and very eye catching to the reader, therefore potentially attracting new customers to your business.

Packages

Size	Rate	2-3 inserts (10% discount)	4-6 inserts (20% discount)	7+ inserts (40% discount)
Double page spread	£850	£765	£680	£510
Single page spread	£650	£585	£520	£390

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Property **01904 567227**



An example of previous promotions

