

Your new look...



Now delivered
to 40,000
households and
outlets across
York



What's New?



is your popular **free** monthly A4 full colour magazine with a gossip style format heightening reader interest and therefore increasing the opportunities for your advertisement to be seen.

Including a fantastic 12 – 16 page entertainments guide with information on the bars, clubs, restaurants, cinemas and other entertainment venues in the York area, providing you with the ideal platform to promote your business to interested readers.

Packed with pages **full** of local information and national celebrity gossip which guarantees interested readers as everyone likes to be in the know – just what our readers like!

Advertising opportunities include Gardening, DIY, Parenting, Health & Beauty, Travel and Home Services, providing very targeted advertising platforms for you, ensuring reader interest.

40,000 copies are delivered to selected homes and available free in targeted outlets across York

We know that as an advertiser you need to get your message across to as many people as possible so Look it Up is now delivered every month to **30,000** households and key decision makers in York and the surrounding villages, with a further **10,000** being available in supermarkets, convenience stores, delis, newsagents, petrol stations and builders merchants in branded pick up bins, giving a combined distribution of **40,000**

The distribution is exclusively distributed by independent distribution companies with proven track records.



Recruitment 01904 676404
Entertainments 01904 676401
Classified 01904 676402/405

Motors 01904 676403
Retail 01904 567200

Contacts

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Packed full of editorial - making sure your advertisement doesn't just appear on a page full of adverts



Dates - 2011

Month	Booking deadline	Copy deadline	Distribution	Invoice
JAN	Wed 1st Dec 2010	Thurs 2nd Dec 2010	Tues 21st Dec 2010	Sat 8th Jan 2011
FEB	Wed 7th Jan 2011	Thurs 6th Jan 2011	Fri 28th Jan 2011	Sat 5th Feb 2011
MAR	Friday 11th Feb 2011	Tues 22nd Feb 2011	Mon 28th Feb 2011	Sat 12th Mar 2011
APR	Friday 11th Mar 2011	Tues 22nd Mar 2011	Friday 1st April 2011	Sat 9th Apr 2011
MAY	Friday 8th April 2011	Tues 19th April 2011	Friday 29th April 2011	Sat 7th May 2011
JUN	Friday 13th May 2011	Tues 24th May 2011	Friday 3rd June 2011	Sat 11th Jun 2011
JUL	Friday 10th June 2011	Tues 21st Jun 2011	Friday 1st July 2011	Sat 9th Jul 2011
AUG	Friday 8th July 2011	Tues 19th July 2011	Friday 29th July 2011	Sat 6th Aug 2011
SEP	Friday 12th Aug 2011	Tues 23rd Aug 2011	Friday 2nd Sept 2011	Sat 10th Sept 2011
OCT	Friday 9th Sept 2011	Tues 20th Sep 2011	Friday 30th Sept 2011	Sat 8th Oct 2011
NOV	Friday 7th Oct 2011	Tues 18th Oct 2011	Friday 28th Oct 2011	Sat 5th Nov 2011
DEC	Friday 4th Nov 2011	Tues 22nd Nov 2011	Friday 2nd Dec 2011	Sat 10th Dec 2011

Our best full colour rates for you

Size	1 insert	2-3 inserts	4-6 inserts	6+ inserts
½ page 280mm x 96mm (portrait), 138.5mm x 195mm (landscape)	£174	£162	£145	£124
¼ page 138.5mm x 96mm (portrait), 67.75mm x 195mm (landscape)	£87	£81	£72	£62
1/8 page 67.75mm x 96mm	£51	£48	£42	£37
1/16 page 67.75mm x 46.5mm	£40	£37	£33	£29
1/32 page 32.37mm x 46.5mm	£25	£23	£21	£18
Inside front / back 280mm x 195mm	£446	£401	£356	£330
Front Page	£394	£343	£299	£260

Size	1 insert	2-3 inserts	4-6 inserts	6+ inserts
Pages 3 or 5 (¼ page)	£109	£102	£92	£78
Pages 3 or 5 (1/2 page)	£218	£202	£183	£156
Pages 7 or 9 (1/4 page)	£95	£88	£80	£68
Pages 7 or 9 (1/2 page)	£189	£178	£158	£135

Please contact Recruitment for Recruitment rates



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Our best full colour rates for you

We can now offer you the opportunity to sponsor a feature category in Look it Up, which has a distribution of **40,000** copies each month. By sponsoring a category readers will associate your business with the feature, which will heighten trust and awareness.

When sponsoring a category you will get the following:

- In association with "name and logo"
- 1/8th page in relevant section
- Editorial relevant to advertiser – 3 times a year

Category	Cost	Availability
Interiors	£250	SOLD
Motors	£250	
Home Services	£250	
Events	£250	
Health and Beauty	£250	
Recruitment	£250	
Celebrities	£150	
Recipes	£150	
Weddings	£150	
Gardening	£150	
Property	£150	
Pets	£100	
Fashion	£100	
Family	£100	
Horoscopes	£100	
Puzzles	£100	
Business	£100	
Problem Pages	£100	
Holidays	£100	

Minimum 3 month commitment applies



In association with