

# Highland Life

## Media Pack



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Stadium Road,  
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## THE MAGAZINE





Highland Life is a free to pick up monthly lifestyle magazine. It portrays the best of contemporary life and style throughout the Highlands.

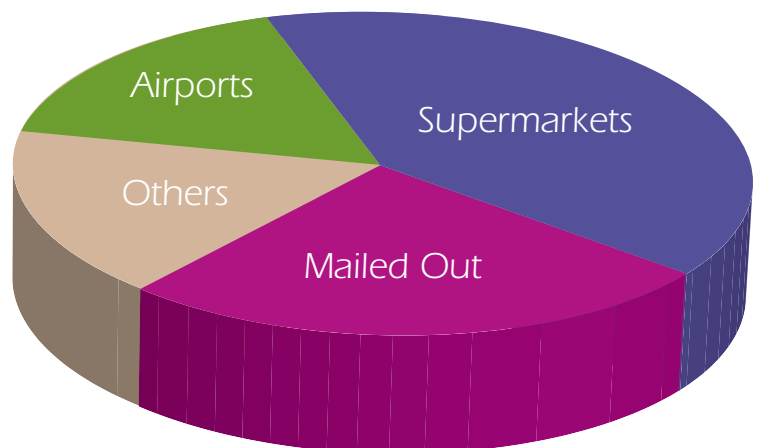
Regular editorial features include Property, Food and Drink, Travel, Hotel Reviews, Events and Entertainment, Homes and Gardens, motors and much more.....

## THE DISTRIBUTION

10,300 copies of Highland life are distributed throughout the Highlands each month – via Supermarkets, Health Clubs, Retail Outlets, Hotels, Airports, Golf Clubs and mailed directly to key business personnel throughout the area – each edition reaching approximately 30,000 readers.



	Supermarkets	5,000
	Mailed to key decision makers	1,300
	Others	2,000
	Airports	2,000





## THE WEBSITE

Furthermore Highland Life can now be viewed and read online at [www.highland-life.co.uk](http://www.highland-life.co.uk). All adverts have active links so if a reader clicks on an advert they are automatically directed to the advertiser's website. Each issue remains on the website for 12 months.



## THE ADVERTISERS

The profile of our advertisers reflects the quality of Highland Life and its readers. Local businesses looking to appeal to customers with high disposable incomes consistently choose Highland Life to get their message across.

Recent advertisers include Tulloch Homes, Atholl Homes, Bannatynes Fitness, Drumossie Hotel, Peat by the Bridge, B&Q, Highland Council, Ashley Ann, Eden Court and Ironworks.



## RATECARD

A4	1 issue	3 issues	6 issues	12 issues
Double page spread	£1000	£900	£800	£700
Full page	£800	£720	£640	£560
Half page	£450	£405	£360	£315
Quarter page	£260	£234	£208	£172

## PREMIUM POSITIONS

Outside back cover	£1000	£900	£800	£700
Inside back cover	£880	£800	£720	£640
Inside front cover DPS	£1100	£1000	£880	£770
Page 4 opposite contents	£880	£800	£720	£640
Page 7 opposite editors column	£880	£800	£720	£640

## CONTACT US

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**[www.highland-life.co.uk](http://www.highland-life.co.uk)**

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## SPECIFICATION SHEET

		Height		Width
Page image area	=	273mm	x	186mm
Bleed	=	303mm	x	213mm
1/2 Page (Landscape)	=	134mm	x	186mm
1/4 Page (Portrait)	=	134mm	x	91mm
1/8 Page	=	65mm	x	91mm

### FORMATS

- |                       |  |
|-----------------------|--|
| (Mac + PC) Formats    | ▪ PDF Files from 1.3 to 1.6                            |
| Scans                 | ▪ Scans to be supplied in RGB or Greyscale             |
|                       | ▪ Resolutions or Dpi should be 300 Dpi (Dots per inch) |
| Fonts                 | ▪ All fonts should be embedded in the PDF file.        |
| How to supply adverts | ▪ We accept CD and Email (high resolution pdf format)  |
| EPS Files             | ▪ EPS Files can be supplied with fonts embedded.       |

E-mail: [info@executive-magazine.co.uk](mailto:info@executive-magazine.co.uk)

If you are unsure of any of the above please ask us for further details before your advert is supplied. This will save time and reduce any additional charges.