

Media Pack

# HIGHLAND LIFE



New Century Publishing Group,  
New Century House,  
Stadium Road,  
Inverness IV1 1FG

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E: [info@highland-life.co.uk](mailto:info@highland-life.co.uk)  
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The Inverness Courier



New Century  
Publishing Group

[www.ncpg.com](http://www.ncpg.com)



## THE MAGAZINE

Highland Life is an upmarket and informative guide that helps you make the most of living in the Highlands.

Our readers are treated to regular articles and spreads on Fashion, Food and Drink, Travel, Property, Interior Design, Gardens, Motoring and a whole lot more.

This quality content makes Highland Life a great choice for both local and national advertisers.



## THE DISTRIBUTION

We reach parts other can't!

Highland Life is distributed within Invernessian's first choice of newspaper – The Inverness Courier.

On the first Tuesday of each month 30,008\* readers are exposed to Highland Life - giving advertisers a fantastic audience.

We also distribute copies throughout the Highlands and Islands via all ten of HIAL Airports and other strategic outlets.



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\* Source Jicreg January 2009

# The Inverness Courier

## CIRCULATION AREA AND KEY FACTS

### Tuesday Edition

Established in 1817 The Inverness Courier is the best read by-weekly in Scotland.

A broadsheet newspaper of record essential for **local** News, Sport and Advertising.

A must read for all Invernessians and the expanding population.

#### Total readerships by demographic group:

Adults	Men	Women	Age 15-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65-74	Age 75+	ABC1	C2DE	AB	C1	C2	DE
28416	13477	14939	3297	3521	4911	5714	4925	3444	2604	16271	12145	7778	8493	6695	5451

#### Demographic Profile of the area:

Total aged 15+: 72941

Total households: 40797

Total men	Total women	Total 15-24	Total 25-34	Total 35-44	Total 45-54	Total 55-64	Total 65-74	Total 75+	Total ABC1	Total C2DE	Total AB	Total C1	Total C2	Total DE
35085	37856	9918	9706	12701	13444	11739	8360	7073	42747	30194	20542	22205	15430	14764

#### Readerships by location:

Location	Pop	HH	Adult	AIR	RPC	Men	Women	Age 15-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65-74	Age 75+	ABC1	C2DE	AB	C1	C2	DE	Circ
Fort Augustus	1219	626	33	2.73	3.0	17	17	2	2	4	8	10	5	3	26	7	16	10	5	2	11
Inverness	34309	19694	19909	58.03	2.5	9339	10569	2380	2582	3353	3870	3357	2432	1934	11136	8773	5194	5942	4628	4144	7880
Rural Inverness	28368	15574	7164	25.25	2.6	3493	3670	789	813	1333	1573	1312	818	525	4354	2809	2195	2160	1752	1058	2735
Nairn	9995	5400	1310	13.11	2.7	628	682	126	124	221	264	246	188	142	754	556	373	381	309	247	488

Total Readership: 30,008\*

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## THE WEBSITE

Furthermore Highland Life can now be viewed 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.



## ADVERTISERS - AND WHAT THEY RECEIVE

The profile of our advertisers reflects the high quality of Highland Life and its readers.

Local and national businesses, big and small, looking to appeal to customers with high disposable incomes consistently choose Highland Life to get their message across.

Whether it be a new restaurant opening, a well established business looking to remind customers and have brand awareness or any other advertising and marketing need, then Highland Life can deliver a made to measure, individual package to the customer.



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## PRIME POSITIONS

Our prime positions offer maximum exposure in the magazine – standing out and catching our readers attention first.

These popular positions are often booked in 6-12 month blocks, ensuring the position is secured.



Inside Front Cover



Outside Back Cover



Page 4



Inside Back Cover

## SPONSORSHIP PLATFORMS

We have several platforms available for sponsorship as a 6 or 12 month package. Sponsorship offers a regular presence in the magazine at a reduced rate.



Platforms available for sponsorship include:

Food and Drink, Out and About, Restaurant Review, Tried and Tested, Homes, Property, and Health and Beauty

## RATECARD

A4	1 issue	3 issues	6 issues	12 issues
Double page spread	£800	£750	£700	£650
Full page	£600	£575	£525	£475
Half page	£350	£325	£300	£290
Quarter page	£210	£200	£190	£162

## PREMIUM POSITIONS

Inside front cover DPS	£850
Outside back cover	£700
Inside back cover	£650
Page 4 opposite contents	£650

## CONTACTUS

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