

Media Pack

HIGHLAND LIFE



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

T: 01463 732223
 F: 01463 732289
 E: info@highland-life.co.uk
 W: www.highland-life.co.uk

The Inverness Courier



New Century
 Publishing Group

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 |
| Naim | 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.

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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A4 MAGAZINE

| | | | |
|----------------------|------------|------------------------|-----------|
| Full page | 273x186 mm | Quarter page portrait | 134x91 mm |
| Full page with bleed | 303x213 mm | Quarter page landscape | 65x186 mm |
| Half page landscape | 134x186 mm | Eighth of a page | 65x91 mm |
| Half page portrait | 273x91 mm | Sixteenth of a page | 65x44 mm |

FILE FORMATS

- PDF 1.3 and above using the high resolution export printing settings from your original program i.e. Indesign or Quark etc.
- Pictures supplied at 300dpi in RGB colour space.
- Please ensure your photographs are taken at the highest resolution settings and at a suitable size for good quality reproduction, minimum file size of 3MB.
- Please ensure that any company logos supplied are the original format and are not embeded in Word, Publisher etc.



FILE SUBMISSION

- Our preferred delivery system to us is our own free file transmission website <http://voyager.spp-group.com>

You will require a user name and password the first time you use our site, to obtain yours please phone 01463 732234.

- Email, with a maximum size limit of 10MB, to: info@highland-life.co.uk
- CDs, DVDs and Memory Sticks are accepted.
- Other formats can be accepted by prior arrangement i.e. Word, Publisher.
- We will also accept submissions by Adfast, visit www.adfast.co.uk search for the publication you are advertising in and follow the instructions there on how to upload your advert to us.



If you are unsure of any of the above details, please contact our production department on **01463 246555**.

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