



East Lothian Life

Your Quarterly County Magazine



MEDIA PACK 2017

East Lothian Life

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www.eastlothianlife.co.uk

*'I am so proud East Lothian
Life is my county magazine...
It is wonderful'*

J Macfarlane, Tranent

East Lothian Life, launched in 1989, is a pioneering magazine, which has attracted many publications to emulate it and has grown significantly over the past few years. Even in the face of an ever more competitive and difficult market place, *East Lothian Life* continues to grow and keeps abreast of the continuous changes whilst retaining an extremely loyal readership and advertiser base.

Whatever your interest, *East Lothian Life's* blend of editorial coupled with a strong sense of heritage captures the faces, places, pastimes and pursuits, which make up this wonderful county.

DISTRIBUTION

The magazine is available through selected outlets: tourist information centres, libraries, newsagents, crafts shops, etc., as well as by subscription.

CONTACT

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www.eastlothianlife.co.uk

Circulation 3,500

Readership 25,000*

Frequency Quarterly

Cover Price £3.00



Our Readers

'I have great delight in passing East Lothian Life to ten different members of my family – it is such a pleasure to read and I glean so much information, as do my family...'

M Gough, Pencaitland.

'I look forward to receiving each issue with eager anticipation and East Lothian Life is never a disappointment'

M Berwick, Edinburgh

'Thank you so much for publishing such a wonderful, quality magazine – it brings so much pleasure to so many...'

A Jones, Haddington

East Lothian Life is a quality, county magazine, with a diverse readership far out with the boundaries of the county. Highly valued by its readers, East Lothian Life is a magazine for all who appreciate and are interested in their county. With a loyal and diverse readership, East Lothian Life is for people who expect the best and are interested in fine food, good music, entertainment, history, people, geography and much more. The magazine is renowned for its wide ranging, stimulating articles and is fast becoming a collector's item, as the articles very rarely date and can be constantly referred to.

Celebrating 28 years of publishing, the blend of genuinely interesting and relevant editorial, coupled with a strong heritage, keeps the readers in touch with their grass roots and provides a fascinating reference to the area. It is a great introduction for new residents, visitors and regular readers to be kept informed – combining and presenting a unique, readable record. It is this blend of editorial coupled with a strong sense of lifestyle, heritage and diversity which makes East Lothian Life so popular with a growing number of readers and advertisers.

Highly Commended in 2009, 2010, 2012, 2013, 2014 and 2016 by the prestigious PPA Scottish Magazines 'Best Small Publishing Company', East Lothian Life has a proven track record spanning over 25 years. The readership figure is well in excess of 25,000 and the magazine is available through selected outlets: tourist information centres, libraries, crafts shops, newsagents etc., as well as by subscription.

*approximately, based on 3.5k and 8 people



'I am excited to receive each issue of East Lothian Life as it's like snuggling up with a good book and a glass of wine...'

Mrs R Forbes, North Berwick

'The quality and diversity of articles keep me in touch with my home county and it is such a pleasure to read from cover to cover'

A Sinclair, Tyne & Wear

East Lothian Life captures the essence of this beautiful county; its people, its history, its towns and villages and its future. A magazine packed with a stimulating choice of diverse articles and features covering many aspects of life in East Lothian, past and present.

Well-researched, beautifully written and displaying high production values, East Lothian Life is an outstanding example of a county magazine with a truly profound understanding of the county it represents.

Read by a loyal readership far outwith the boundaries of East Lothian, East Lothian Life is admired and appreciated. It deserves to be recognised as a unique, distinctive, quality Scottish magazine. Regular articles include Property, Gardening, East Lothian Homes, Natural History, Folklore, Motoring, Health, Sporting Features, Business and Money Matters, Archaeology, Cooking, Wine and many more informative facts on East Lothian's towns and villages. It is obvious from the many favourable comments received, that the magazine is fast becoming a collector's item and is a firm favourite with readers both in the county and beyond.

- HOMES
- PROPERTY
- GARDENING
- FARMING
- HISTORY
- MONEY MATTERS
- FOOD & DRINK
- NEWS & VIEWS
- BOOK REVIEWS
- TRAVEL & EXPLORE
- LEISURE PURSUITS
- and much more!



Where Peace Prevails
James Deane visits the 'townhouse' near the abbey in the village of Salford

The village of Salford is a beautiful spot, tucked away in the heart of the county. It is a village of stone buildings, many of which are now ruins. The village is a beautiful spot, tucked away in the heart of the county. It is a village of stone buildings, many of which are now ruins. The village is a beautiful spot, tucked away in the heart of the county. It is a village of stone buildings, many of which are now ruins.



People of the Sea
Shona McMillan reflects on the rich cultural inheritance left by East Lothian's people of the sea

The people of the sea are a unique and important part of our heritage. They have shaped our culture and our way of life. They have given us a rich and diverse heritage that we are proud to share. They have given us a rich and diverse heritage that we are proud to share.



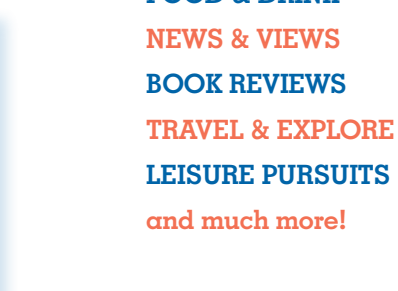
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Advertisers

www.eastlothianlife.co.uk

'As a regular advertiser with East Lothian Life, I am constantly impressed, not only with the magazine, but with the care and attention dedicated to ensure my advertisement is placed in the best possible location...'

D Pate, Belhaven Smokehouse Ltd

'As a long-standing supporter of East Lothian Life, we regularly advertise as this is a quality, relevant and creative publication that captures the true essence of East Lothian living. They truly deserved their shortlist at the 2012 Scottish Magazine Awards'

Laura Adamson,
Marketing Manager, Scottish Seabird Centre

East Lothian Life has grown with the county and has become a recognised, independent magazine competing favourably against larger publishers. East Lothian Life is loyally served by its contributors, advertisers, readers and distribution outlets. As the articles rarely date it offers a valuable platform for local business, new inhabitants, visitors and is very popular information service, utilised by a diverse and enthusiastic readership with a discerning interest in the county.

Due to its strong **local connections** and **long shelf life**, East Lothian Life has also proved itself to be an excellent advertising medium with competitive advertisement rates and a minimum shelf life of 12 weeks.

We work closely with all our advertisers to ensure that they get the most from their marketing spend. East lothian Life offers many advertising opportunities. Options include:

- DISPLAY
- CLASSIFIED
- SPONSORED EDITORIAL
- ADVERTORIAL
- BESPOKE/CONTRACT PUBLISHING
- INSERTS

'Linton Country Furniture has been advertising with East Lothian Life for many years now and we feel the publication reaches our target audience. Adverts are always thoughtfully placed within the magazine, so you feel you are being given maximum coverage. Prices are competitive and offer good value for money. I personally find it a very good read and I'm sure my customers do too.'

Donny Spence, Linton Country Furniture

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Rate Card & Specification

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TECHNICAL SPECIFICATIONS

Files should be created in Adobe Illustrator, InDesign CS or supplied as high resolution PDFX-1a compliant PDFs. For more information on producing PDFX-1a compliant PDFs, please visit www.pass4press.com.

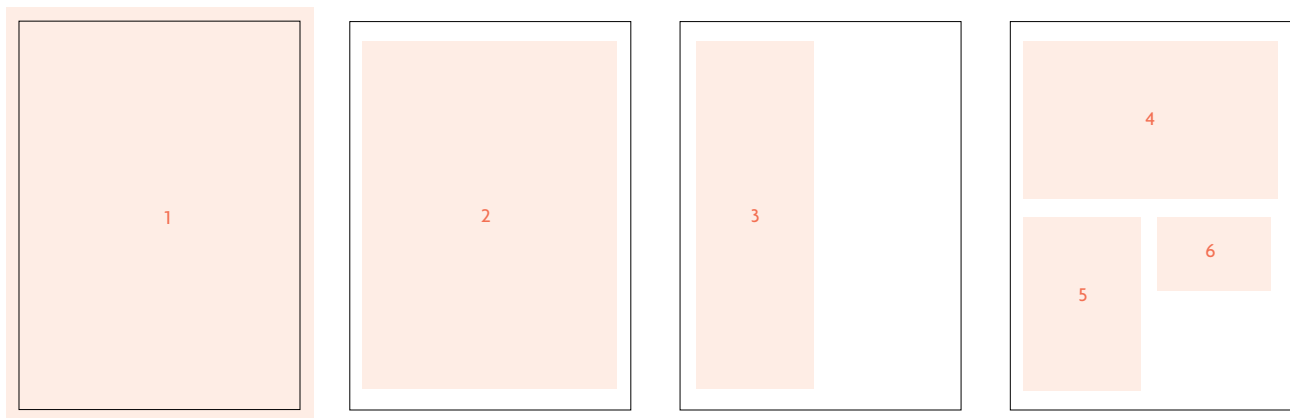
We cannot accept artwork in Publisher, Powerpoint, Word, Pagemaker or Corel Draw. Fonts, where possible, should be converted to outlines. If not, they should be supplied with file. All linked images/graphics must be supplied in CMYK format at a minimum of 300dpi and saved as either TIFF or EPS files.

Artwork should be supplied digitally on CD or DVD and sent to:
PJ Design, 1 Beveridge Row, Belhaven, Dunbar, East Lothian EH42 1TP.
E-mail (Under 5MB): pauline@pj-design.net
Please include a colour proof with your files.

East Lothian Life magazine is portrait format 297mm high x 210mm wide.

SIZES (height x width)

- 01 Full page bleed**
303mm x 216mm
- 02 Full page type area**
267mm x 185mm
- 03 Half page vertical**
267mm x 90mm
- 04 Half page horizontal**
132mm x 185mm
- 05 Quarter page vertical**
120mm x 82.5mm
- 06 Eighth page horizontal**
65mm x 90mm



ADVERTISING RATE CARD

(price is quoted per issue)

Full Page	£795
• Inside Front Cover	£850
• Inside Back	£950
• Back Cover	£1,150
Half page	£525
Quarter Page	£255
Eighth Page	£135

CLASSIFIED PAGES

Only £10.00 per single column centimetre

Height x width	Mono	Full Colour
30 mm x 58 mm	£30.00	£50.00
40 mm x 58 mm	£40.00	£60.00
50 mm x 58 mm	£50.00	£70.00

Inserts can be distributed at a cost of £50.00 per 1,000.

NB: All advertisement rates are exclusive of VAT.

COPY DATES

Spring 2017	ELL99	Distribution 8 March	Copy date 9 February
Summer 2017	ELL100	Distribution 7 June	Copy date 5 May
Autumn 2017	ELL101	Distribution 6 September	Copy date 31 July
Winter 2017	ELL102	Distribution 20 November	Copy date 2 October

We do hope you will consider placing an advertisement in *East Lothian Life*, the magazine which offers the best things in life to both readers and advertisers.