

PRODUCED IN MORAY

# **lifestyle.** magazine

**MEDIA  
PACK  
2020/2021**

**DISTRIBUTED  
THROUGHOUT MORAY  
& BEYOND**

**We care about your business**

**THE BEST FREE LIFESTYLE MAGAZINE IN THE NORTH**



**BOOK YOUR SPACE TO REACH OVER 20,000 LIFESTYLE READERS  
ACROSS MORAY & BEYOND** .....

"I am delighted with the team at Lifestyle and with the quality of their articles. Their approach is very professional and they are very supportive of local businesses. It is very popular with our customers. We have had such a good response through advertising with them and have had visitors from far and wide who have seen our features and adverts."

**Kerry from The Gallery in Aberlour**

**ABOUT**

# Lifestyle

## THE BEST FREE LIFESTYLE MAGAZINE IN THE NORTH

There is an abundance of talent, interest and culture across the North of Scotland. Lifestyle aims to share this knowledge with everyone who lives and visits this diverse area and showcasing the best the region has to offer.

7,500 copies are printed and distributed throughout Moray and beyond every other month and copies can be found in various hotels, local businesses and shops (see distribution page) - and there is an online edition for anyone who misses it or who wishes to see back copies.

Each issue features a diverse selection of interesting articles that appeal to a wide audience.

**EDITOR**

Rhona Patterson

**DESIGNER**

Eve Russell  
Adam McNab

**ADVERTISING**

Rhona Patterson

**PRINTING**

MMS-Almac Ltd

**DISTRIBUTION**

Gordon Duncan Ltd

**EMAIL**

[rhona@lifestylemoray.scot](mailto:rhona@lifestylemoray.scot)

Enjoy

Life!

REACHING  
20,000+

# FORMAT AND RESOLUTION

# What they say..

## Please supply any display artwork exported as:

- PDF or JPG
- CMYK Colour Mode
- 300 DPI Print Resolution

Any artwork and editorial content should be supplied via email or online sharing service to:

**rhona@lifestylemoray.scot**

PDF files are preferred to avoid any colour issues before printing. Please note that text must be converted to outlines for all PDF artwork.

The following formats are **not** accepted: BMP, PNG, GIF, PUB AND .DOC

Artwork supplied not matching specifications will be returned for correction, or amended by Lifestyle (at a charge).

We can also supply a design artwork service if requested. Rates available on request.

Prices are subject to change due to raw material charges. Fixed prices will be honoured for the duration of your run. You will be notified in advance of any price changes.

# EDITORIAL

## Advertorials

An advertorial enables you to promote a specific product or service within your business as part of your advertising agreement. The advertorial will be written by our editor, and will not be published without your final approval. Images can be supplied by your company.

Please call 07900 954134 to discuss your requirements with a designer, where a quote can be arranged. Design charges are not subject to

"I just wanted to say thank you for such a great piece of writing and a fabulous article about a really lovely and talented human being and thank you to the reporter who had written this beautiful article.

The interviewer really got to know Jen in such a short space of time, which comes across strongly in the article. It was just gorgeous. I read it a few times and was so impressed by the way she captured the experience with Jen and her personality."

**Dave, partner of Jen at Sporan Nation**



VAT and copyright will be owned by the client following artwork approval and payment. All adverts are subject to a 25% cancellation fee of the full amount. Additional charges may incur if more than two sets of changes are required. Artwork designed by Lifestyle remains under the ownership of its creator until full payment has been received from the client following print.



# SPECIFICATIONS



**LEFT HAND PAGE  
TEXT SAFE AREA**



**RIGHT HAND PAGE  
TEXT SAFE AREA**



**LEFT HAND PAGE  
TEXT SAFE AREA**

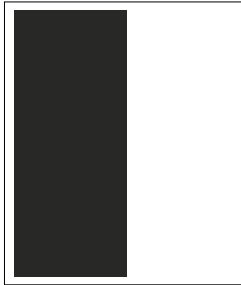


**RIGHT HAND PAGE  
TEXT SAFE AREA**

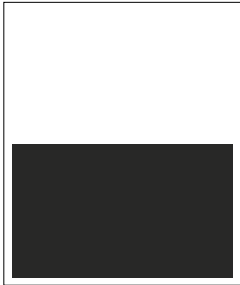
Full Page with bleed  
148mm (w) x 210mm (h)  
+ 3mm bleed required  
Keep all text 12.5mm  
from edges

Full Page without bleed  
130mm (w) x 195mm (h)

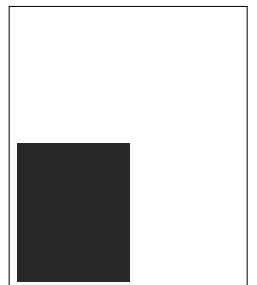
Double page spread with bleed  
296mm (w) x 210mm (h) + 3mm bleed  
all round. Double page spread without  
bleed 280mm (w) x 195mm (h)



Half page portrait  
62mm (w) x 194mm (h)



Half page landscape  
132mm (w) x 93mm (h)



Quarter page  
62mm (w) x 93mm (h)

## ARTWORK FORMAT

PDF or JPG  
CMYK Colour Mode  
300 DPI Print Resolution

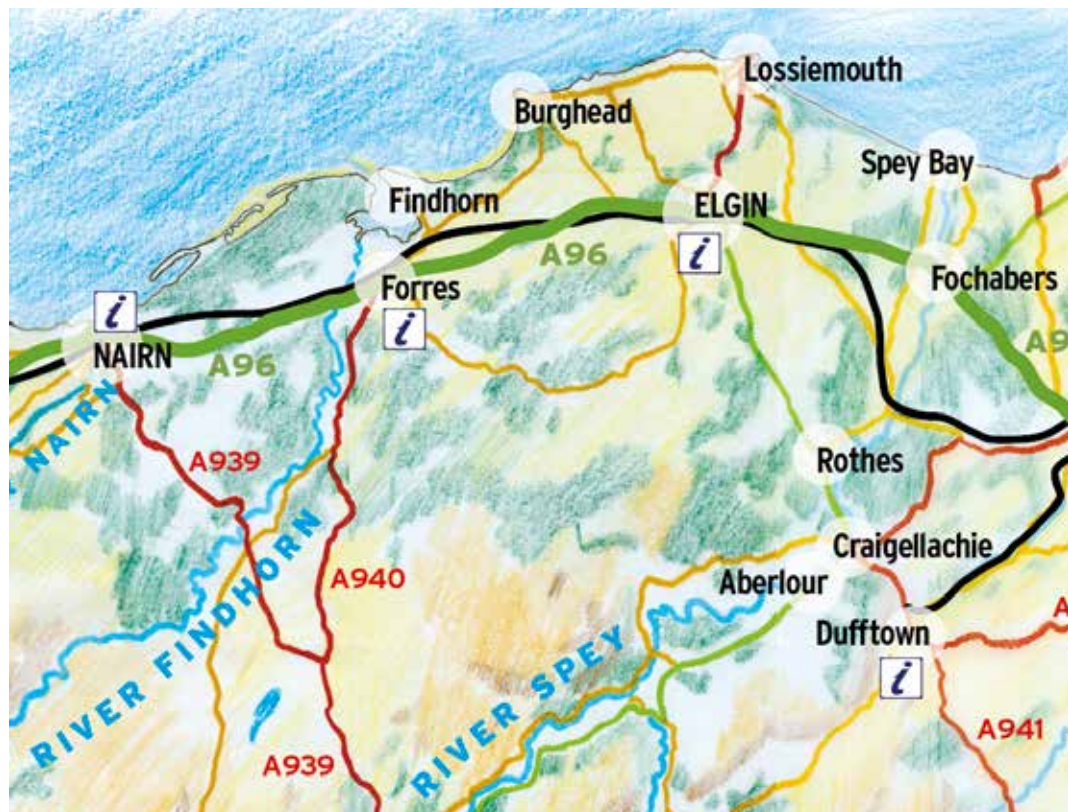




**Maggie Riegler**



# DISTRIBUTION



## ABERLOUR

Cattanachs, The Gallery & Spey Sport, Aberlour Hotel, Spey Larder, Co-op and The Gather'n.

## BANFF

Premier Store, Castlegate Newsagent and Co-op. Whitehills Spar.

## BUCKIE

Tesco, Pozzi, Co-op, McColls, Bijou by the Sea, and The Mill House Hotel.

## CRAIGELLACHIE

Filling Station, Craigellachie Hotel and The Highlander Inn.

## CULLEN

Seafeld Arms Hotel, Legge's Newsagents, Co-op and The Cullen Bay Hotel

## DUFFTOWN

Co-op, Dufftown Pharmacy and Glenfiddich.

## ELGIN

Grampian Furnishers, Resource Centre, Johnston's of Elgin, Premier Stores,

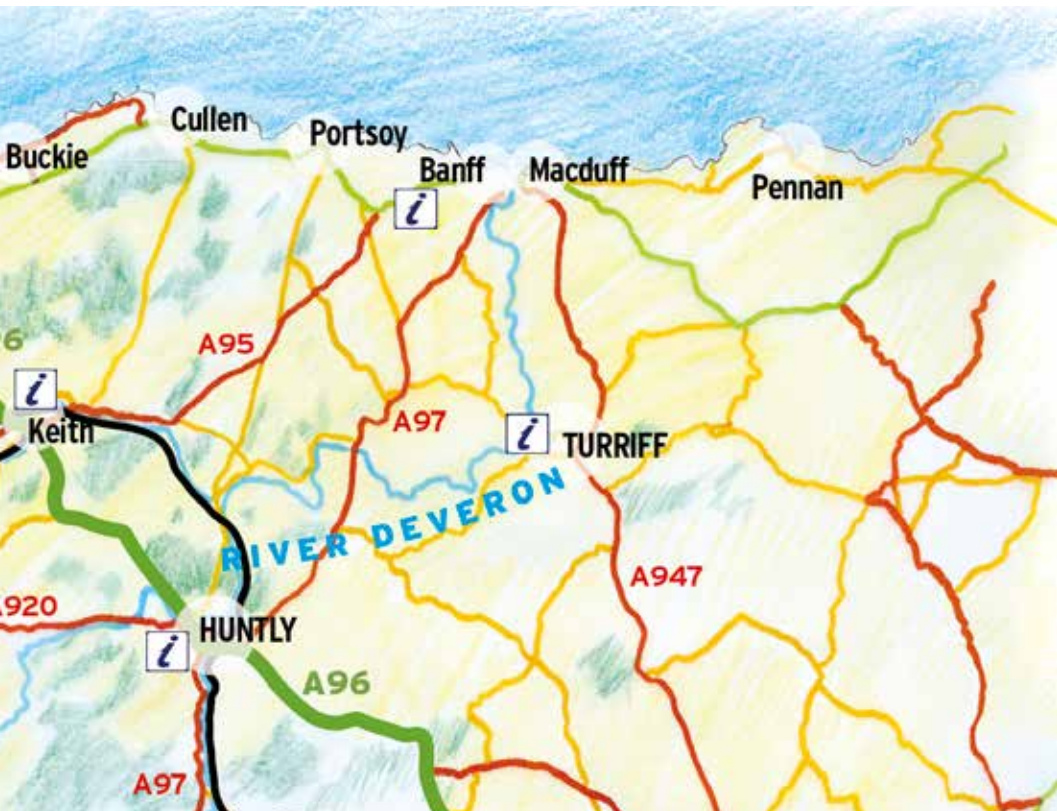
Scot Mid, Bishopmill Pharmacy, Gordon MacPhail, Tesco, Marks & Spencers, RBS, Scribbles, Bijou, WH Smith, Railway Station, Royal Hotel, Business Gateway, Glen Moray and Moray Sports Centre.

## FOCHABERS

Christies, Fish Bar, Co-op, Ice Cream Parlour, Deli-ish, Scot Mid, Twisted Thistle, Gordon Castle and Baxters.

## FORRES

Horizon Business Park, Community Centre, M J



Housden (Opticians), Co-op, RS McColls, Knockomie Hotel, Tesco, Mackenzie & Cruickshank, The Loft, Logie Steading, Brodie Castle, and Brodie Countryfare.

### **GRANTOWN**

Co-op, Granttown News, Leisure Centre, Just Delicious, The Merchant and the Garth Hotel.

### **HUNTLY**

Asda, RS McColls, The Bank Cafe & Restaurant, Huntly Mart and the Castle Hotel.

### **KEITH**

Railway Station, Chivas, Community Centre, Shears, Beauty Retreat, Patersons, Spar, Ugie Hotel, Porterfields, Boogie Woogie and the Newmill Shop.

### **LHANBRYDE**

Threaplunds Garden Centre, Keystore and the Co-op.

### **LOSSIEMOUTH**

Co-op, Stotfield Hotel, Moray Golf Club, Co-op, Kam Hair & Body Spa, Buckleys, Re:Store, Harbour

Treasures, Harbour Lights, Unique, Lossie Dental Practice, Firth Hotel and Salt Cellar.

### **MACDUFF**

The Platform.

### **NAIRN**

Scot Mid, Co-op, Sundancer and Community Centre.

### **ROTHES**

Macallan, Costcutter, Rothes Pharmacy, RS McColls, Station Hotel and Glen Grant.

**TURRIFF** Celebrations.



# ADVERTISING WITH US

## RATES

	One issue	Three issues	Six issues
Full page	£400	£350	£300
Half page	£250	£210	£180
Quarter page	£150	£120	£100
Big box/classified	£90	£70	£60

### All prices are per issue and no VAT is applicable

Lifestyle is published bi-monthly. Discounts are available on multiple ads. Payment accepted by standing order or invoice, monthly or per issue. Terms are strictly 14 days. All accounts must be up-to-date before printing of each issue or the advert will not appear and the cancellation fee plus an administration fee of £25 will be applied. All new accounts must pay on a pro-forma basis. Terms & Conditions apply. All adverts are subject to a 25% cancellation fee of the full amount.

## What they say..

“We have been very impressed by the quality and professionalism of Lifestyle Magazine. Spirit of Speyside is a not for profit organisation and we very much appreciate the support and promotion Lifestyle have provided to us since their launch in 2016.”

**James Campbell, Chairman Spirit of Speyside Whisky Festival**

“Having dealt with Rhona and Lifestyle magazine for over two year’s, I find Rhona is incredibly helpful and professional. Lifestyle magazine has certainly helped spread the word about both my business and North East Open Studios. Not everyone is on Social Media!”

**NEOS chairman, Fiona Duckett**

“We started working with Lifestyle a few months ago to extend our audience reach within the local and surrounding areas. We have developed a great partnership with the lifestyle team and their creative approach is evidenced in all of their adverts they have created for us.” **Glencraft**

# Lifestyle magazine

Lifestyle will assist you to promote your business and will work with you throughout the year to create the best marketing package for you which will include advertorials/features.

The following pages are an example of the proposals Lifestyle can create for your business if you advertise for 6 issues

Remember these are only examples and we will create the best package to suit your business

All you have to do is give us a call.

rhona@lifestylemoray.scot | Tel: 07900 954134



# Lifestyle magazine

**QUARTER  
PAGE PROPOSAL**

## **Lifestyle is produced bi-monthly and distributed the first week of the month**

The following is an example of how Lifestyle can assist to market your business to our 20,000+ readership in six issues

- **1st Issue**                      Half page advertorial with promotion of your choice
- **2nd Issue**                      Quarter page advert
- **3rd Issue**                      Quarter page advert
- **4th Issue**                      Half page advertorial with promotion of your choice
- **5th Issue**                      Quarter page advert
- **6th Issue**                      Quarter page advert

If you can also offer a competition prize in two issues this will give your business additional exposure. Your business name will feature on the front cover, contents page and competition page.

**The total cost of this package is £600** at a page rate of £75 or £100 per issue.  
A year's advertising at under £12 per week.

This price includes design and editorial support if required from the Lifestyle team.

**The above is an example and can be adapted to suit any promotion timescales.**  
If you require any further information please do not hesitate to contact me.

Rhona Patterson (Editor) • Mobile: 07900 954134 • rhona@lifestylemoray.scot



# Lifestyle magazine

**HALF PAGE PROPOSAL**

## **Lifestyle is produced bi-monthly and distributed the first week of the month**

The following is an example of how Lifestyle can assist to market your business to our 20,000+ readership in six issues

- **1st Issue** Full page advertorial with promotion of your choice
- **2nd Issue** Half page advert
- **3rd Issue** Half page advert
- **4th Issue** Full page advertorial with promotion of your choice
- **5th Issue** Half page advert
- **6th Issue** Half page advert

If you can also offer a competition prize in two issues this will give your business additional exposure. Your business name will feature on the front cover, contents page and competition page.

**The total cost of this package is £1080** at a page rate of £135 or £180 per issue.  
A year's advertising at under £21 per week.

This price includes design and editorial support if required from the Lifestyle team.

**The above is an example and can be adapted to suit any promotion timescales.**  
If you require any further information please do not hesitate to contact me.

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# Lifestyle magazine

**FULL PAGE PROPOSAL**

## **Lifestyle is produced bi-monthly and distributed the first week of the month**

The following is an example of how Lifestyle can assist to market your business to our 20,000+ readership in six issues

- **1st Issue** Double page advertorial with promotion of your choice
- **2nd Issue** Full page advert
- **3rd Issue** Full page advert
- **4th Issue** Double page advertorial with promotion of your choice
- **5th Issue** Full page advert
- **6th Issue** Full page advert

If you can also offer a competition prize in two issues this will give your business additional exposure. Your business name will feature on the front cover, contents page and competition page.

**The total cost of this package is £1800** at a page rate of £225 or £300 per issue.  
A year's advertising at under £35 per week.

This price includes design and editorial support if required from the Lifestyle team.

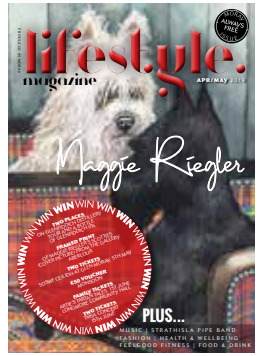
**The above is an example and can be adapted to suit any promotion timescales.**  
If you require any further information please do not hesitate to contact me.

Rhona Patterson (Editor) • Mobile: 07900 954134 • rhona@lifestylemoray.scot

# A HISTORY OF Lifestyle

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## SINCE 2016





# TERMS & CONDITIONS

Prices are not subject to VAT and are per issue. Payment accepted by standing order, invoice or per issue. Terms are strictly 14 days. All new clients must pay on a pro-forma basis.

All accounts must be up to date before printing of each issue or the advert will be removed with a cancellation and administration fee of 25% of the full amount applied.

Lifestyle reserves the right to change or increase advertisement rates at any time or to amend the terms and conditions at any time.

Lifestyle is not liable for any errors on the part of third parties or inaccurate copy instructions.

Any artwork changes required post copy deadline are subject to charges unless stated otherwise.

Lifestyle takes no responsibility for claims made by advertisers.

All artwork is subject to Lifestyle approval and must conform to the British Code of Advertising Practice.

All claims made in adverts must be capable of being supported by appropriate evidence and will be made available to Lifestyle upon request.

Adverts must be in line with the policies and ethos of Lifestyle and as such certain types of adverts or promotions may not be permitted within the magazine.

Lifestyle reserves the right to publish the most appropriate artwork/copy should further instructions not be received by print deadline.

By signing the booking form, the client commits to the space reserved and agrees to the terms and conditions of booking. Should the client withdraw their advert, a cancellation and administration fee of 25% of the full amount will be applied.

Competition and Offer terms and conditions are the responsibility of the providing company.

Artwork designed by Lifestyle remains under the ownership of its creator until full payment has been received from the client following print.

## BOOKING FORM

Contact Name:		
Company:		
Address:		
Postcode:		Invoice Address (if applicable):
Telephone:		
E-mail:		
Website:		

Ad size booked ..... Price.....

By signing this form I agree to the Terms & Conditions set by Lifestyle.

Signed:	Date:
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