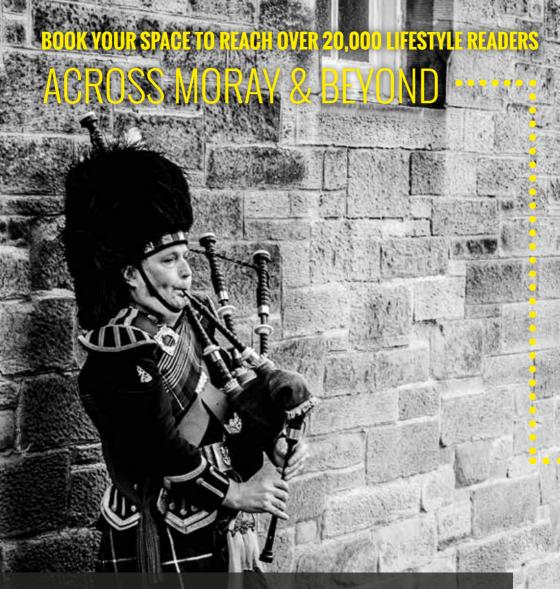
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MEDIA PACK 2020/2021

DISTRIBUTED THROUGHOUT MORA & BEYOND

We care about your business



"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 LIFESTUS

THE BEST **FREE** LIFE<mark>STYLE</mark> 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

OU REACHING 20,000+

FORMAT AND RESOLUTION

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.

What they say..

"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 Sporran Nation

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 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



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



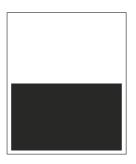
Full Page without bleed 130mm (w) x 195mm (h)



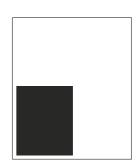
Double page spread with bleed 296mm (w) x 210mm (h) + 3mm bleed all round. Double page spread without bleed 280mm (w) x 195mm (h)



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



In FOCINVE the Revis that You have Cancer has to be the start of niphasaws. Seatorics indicates that one in two of us will be diagnosed with; or know, a bmily member or biend who is adjagnosed with; cancer. It respects no one and is not exclusive to any age focus. To find that, amongst those who have been liven this distances in the summaries that and the sent sources.

Turniff "Irve got Cancer, callcer's not got me" is humbling. It was to celebrate this very attitude that Courage on the Catwalk was devised, a show that vecal

paid or present, strating thely unit to prove that Cancer could not any workd not define them. And to also give back something to the staff and Valutieness at Aherieen Boyk Infimatry and the Anchor Ling, to say a massive "hank you" for Anchor Ling, to say a massive "hank you" for Anchor Ling, to say a massive "hank you" for Anchor Ling, to say a massive "hank you" for Anchor Ling, to say a massive "hank you" for Anchor Ling, to say a massive "hank you" for Anchor Ling, to say a massive more the Collivalik them bed on the advergent of Sahorhou By their sectors DP May in the Beech Balance is Aberleys References that denote back on the DD March, outination were back on the DD March, outination were back of 11th and Db. Mer shows. Many process and objective, soronices for her Avert were backed accounts performer. Notice the Avert were backed act Avanse. Sources of applications Applied and Avanse. Sources of applications of all again specified to be a set of this isoendabe even and, of back names, and only and avances isode backens. Is and 70 and a warres longer backens. Is and 70 and 20 and 20 and 20 and and only and and and and and avances.

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kan wild, described her Allen's jourley and the impact is had kin aid. If she finds the the would how be an Areasing exponential for her to celebrate achieving that melescore shar mark hod a greet way to help her boot her conditionce again. Sen's always been a society CAP labe won't like the lab

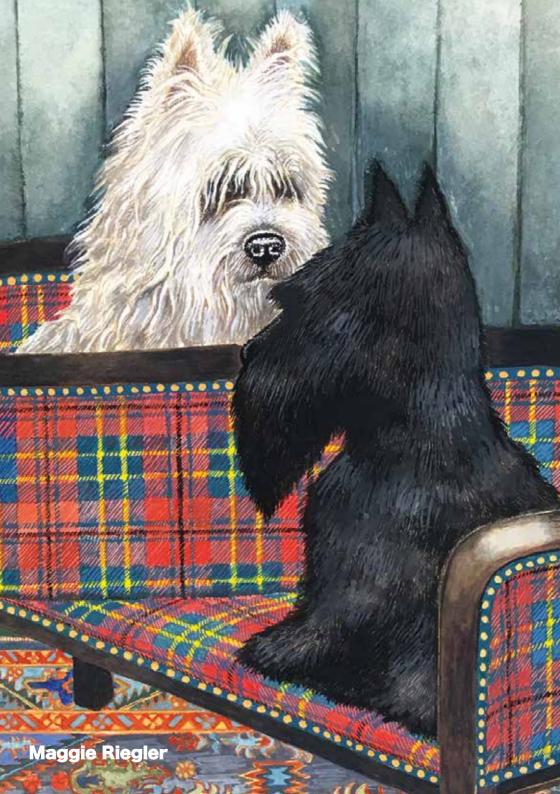




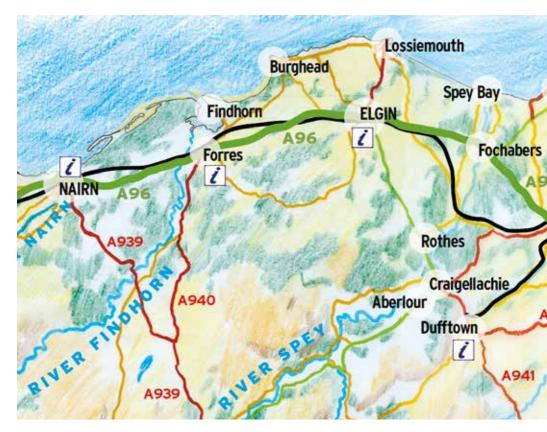


of OAPs me and my two latters which low to a ber up on the cet walk structures her autor. One of the other models I Speake to was ann Allen from Turnell who necessful celefolgard her prom Barkings what turn in the rewelling to least extension and any attern to the rewelling as see a neuro in Salawath, and Sanday extrang as see a neuro in Salawath, and Sanday extrang as see a pain hars such a policitive atthicke and Aense of Au Her pick har dend togeneity on Salawath you a Surraway.

Alles and Glaposed in 2017 with bowel cancer and as the has a way with work; and it known to pera a lew powers, the decided by write orie for her new best triend. She had originally been goin to call it courci but thought bettly of it. "Nobody would do that in a Guoci Bag, so FII call it Wanie" anglined Jean.



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

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

DUFFTOWN

Co-op, Dufftown Pharmacy and Glenfiddich.

ELGIN

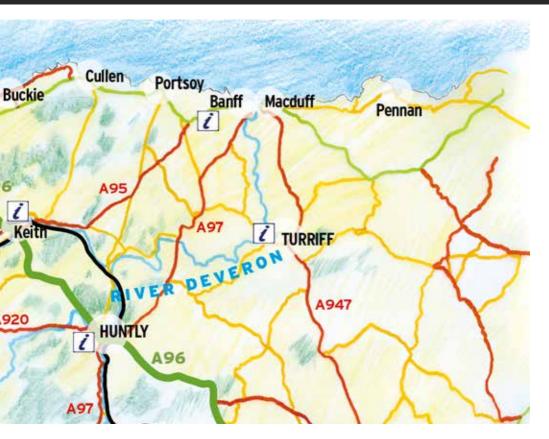
Grampian Furnishers, Resource Centre, Johnston's of Elgin, Premier Stores, Scot Mid, Bishopmill Pharmacy, Gordon MacPhail, Tesco, Marks & Spencers, RBS, Scribbles, Bijou, WH Smith, Railway Station, Royal Hotel, Business Gateway, Glen Moray and Moray Sports Centre.

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, Grantown 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

Threaplands 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 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 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.



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.



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.

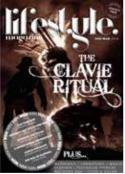
The total cost of this package is £1800 at a page rate of £225 or £300 per issue. A year's advertising at under £35 per week.

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.





















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

Signed:

