



CORNWALL LIFE
Celebrating life's finer things



Welcome to **CORNWALL LIFE**

Our beautiful region's quality paid-for magazine, reaches the most affluent readers in the finest locations.

Cornwall Life readers are typically 35 and over – the demographics that holds the majority of Britain's wealth. Active consumers, keen and eager to discover new products and with the disposable income to enjoy a wide range of activities.

You'll find the coolest places to eat, drink and shop, the liveliest days out, sparkling social events and most luxurious hotels and holiday destinations. We share property, homes and furnishing ideas that inspire, give the inside track on today's must-have fashions and celebrate life in our bustling towns and gorgeous countryside.

Unrivalled coverage, award winning content...and a true passion for the finer things in life.



More channels **TO REACH MORE CUSTOMERS**

Cornwall Life connects with your audience wherever they are across multiple platforms, taking your message further:

PRINT

Quality glossy monthly magazine with high subscription rates and best in class distribution, ensuring your brand is seen by the right people in the right places. You'll find Cornwall Life on sale at leading retailers like Waitrose, Tesco, M&S, Sainsburys and at the region's premier events.

WEBSITE

Your display message around our unique online content, reaches our growing digital audience whenever and wherever they are. We continue to lead the digital landscape with intelligent ways to make your return on investment work harder. We can even extend your message beyond our site to wherever your target market head to online.

E-NEWSLETTER

Sent to a loyal audience of subscribers, your display advertisement or content marketing is taken direct to the inbox of people with a passion for local products and services.

OUR GROWING AUDIENCE

65%

AGED 35+

70%

ABC 1

72.6%

OWN THEIR OWN HOME

72%

SAY ITS WORTH PAYING
EXTRA FOR QUALITY





16.5%

**DEFINITELY AGREE THAT
THEY ARE FASHION
CONSCIOUS, WHICH IS
272.7% MORE LIKELY
THAN UK AVERAGE**

26.5%

**REGULARLY DINE OUT
IN THE EVENING, WHICH
IS 10.3% MORE LIKELY
THAN THE UK AVERAGE**

12%

**HOLIDAY MORE OF
OFTEN THAN UK
AVERAGE**

25.8%

**SAY IT'S WORTH
SPENDING MORE FOR
HIGHER QUALITY**

101.8%

**MORE LIKELY TO
BE INFLUENCED BY
MAGAZINE HOME
IMPROVEMENT CONTENT
THAN THE UK AVERAGE**

49.9%

**ACTIVELY SPEND TIME
IMPROVING THEIR
GARDEN, WHICH IS 22%
MORE LIKELY THAN THE
UK AVERAGE**

Making digital ACCESSIBLE

On average we spend 8 hours 40 minutes with our digital devices per day... that's 20 minutes longer than a typical night's sleep!

Scary isn't it... But today's switched-on digital consumer is a blessing for local businesses. Never before have there been so many ways to get your message seen. Our unrivalled heritage and understanding of local communities, combined with leading digital products ensures you connect with prospects in the right way - driving awareness, building your brand and increasing your success.

BOOST

We all understand the importance of being found online. We digitise your print advertisements in a way which entices search engine 'bots' to find them. The more we do this, the more your business rises through the search engine rankings.

Discover more:

www.archanthub.co.uk/boost

DIGITAL PRESENCE MANAGEMENT (DPM)

If the information about your business that's scattered across the internet isn't consistent and kept up to date, it confuses potential customers and search engines alike – who'll mark you down as a result. We've the simple, time-saving solution.

Discover more:

www.archanthub.co.uk/dpm

GOTARGET DISPLAY

Take the mystery out of marketing by reaching prospects with the interest in your products and services - and the intent to purchase. GoTarget takes your message to the right audience on the websites they enjoy right across the internet.

Discover more:

www.archanthub.co.uk/go-target

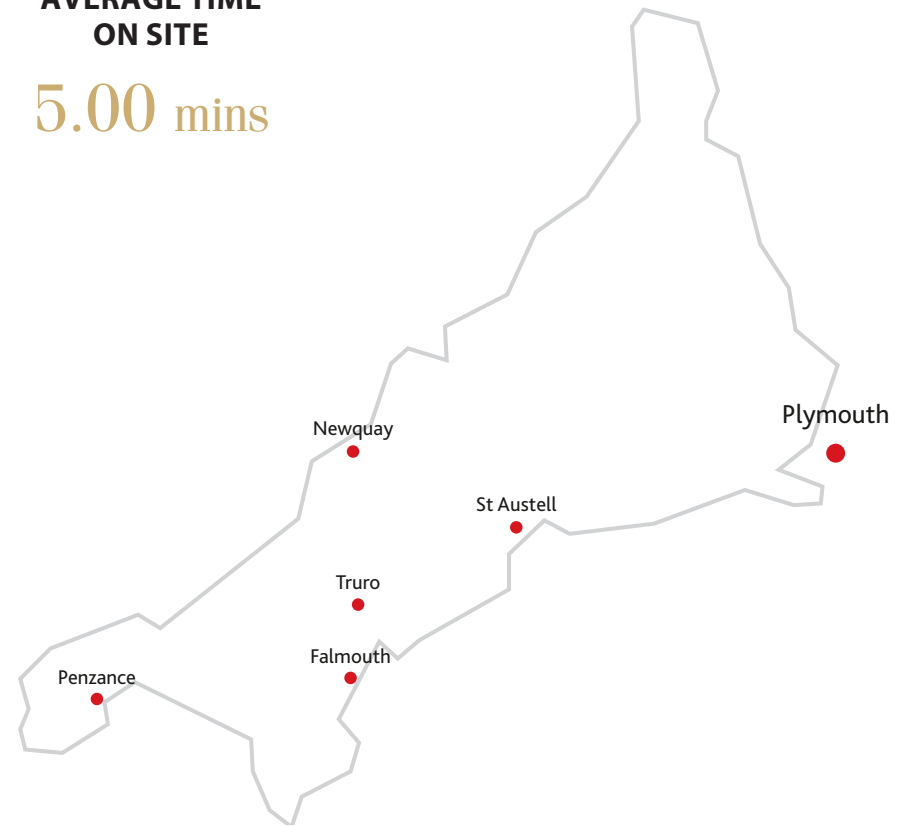
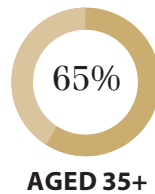
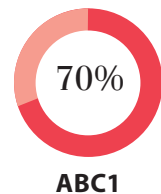


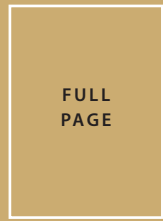


CORNWALL LIFE MAGAZINE

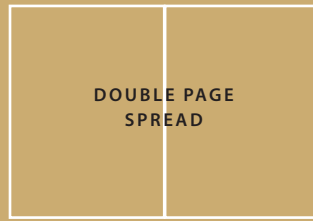
<u>3 MONTHS</u>	<u>6 MONTHS</u>	<u>9 MONTHS</u>	<u>12 MONTHS</u>
34,450 readers	56,999 readers	73,713 readers	86,965 readers
MONTHLY UNIQUE VISITORS	MONTHLY PAGE VIEWS	AVERAGE TIME ON SITE	
21,505	32,682	5.00 mins	

On sale at leading supermarkets, independent retailers, garden centres, farm shops and at key events.

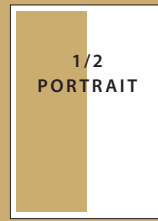




297mm x 210mm (Trim)
303mm x 216mm (Bleed)



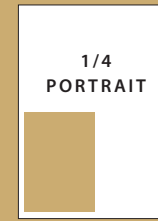
297mm x 420mm (Trim)
303mm x 432mm (Bleed)



270mm x 93mm



133mm x 190mm



133mm x 93mm



65mm x 190mm

MAGAZINE INVESTMENT OPPORTUNITIES

QUARTER PAGE

1 insertion	£230
3 insertions	£215
6 insertions	£200
12 insertions	£170

DOUBLE PAGE SPREAD

1 insertion	£1,205
3 insertion	£1,005
6 insertions	£905
12 insertions	£815

HALF PAGE

1 insertion	£365
3 insertions	£305
6 insertions	£275
12 insertion	£250

SPECIALS

Back page	£POA
Inside back	£POA
Inside front	£POA

*Based on annual advertising campaign

FULL PAGE

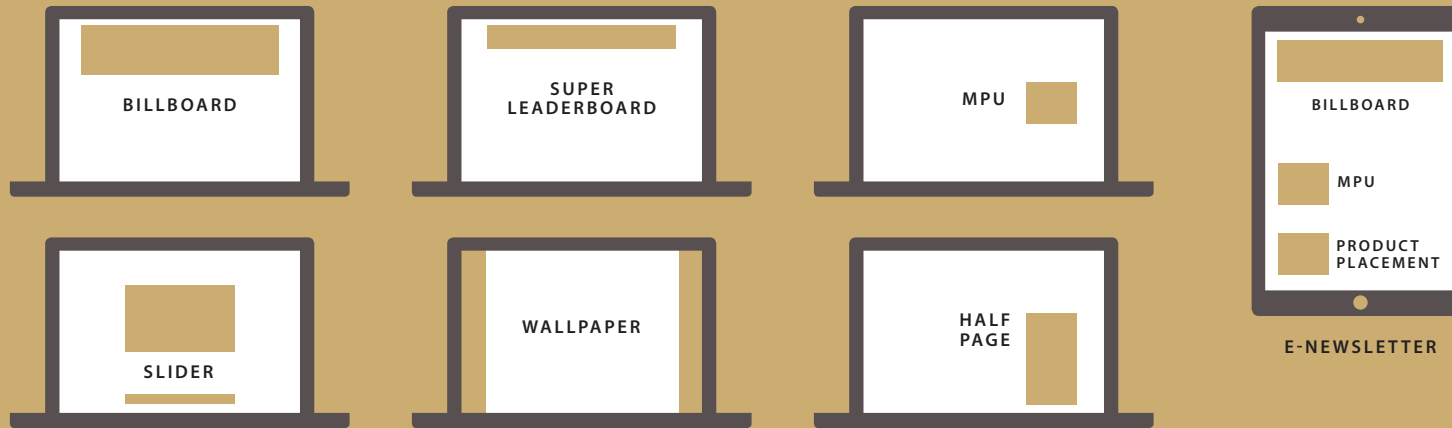
1 insertion	£665
3 insertions	£555
6 insertions	£500
12 insertions	£455

LEAFLETS

Loose from	£75
Bound from	£75

exc VAT

All rates include an advert in the print magazine, digital magazine and on the Boost platform, which will enhance your online visibility



DIGITAL INVESTMENT OPPORTUNITIES

DIGITAL DISPLAY

Billboard	£39
Super-leader	£29
MPU	£25
Half page	£35
Slider	£35
Wallpaper	£360 p/m

Cost per thousand unless stated (exc VAT)

E-NEWSLETTERS

Banner	£150
MPU	£110
Product placement	£100

Cost per newsletter (exc VAT)

FOR MORE INFORMATION PLEASE CLICK:

www.archanthub.co.uk/digital

www.archanthub.co.uk/newsletters

ON SALE DATES

January 2020: 13th December 2019

February 2020: 17th January

March 2020: 14th February

April 2020: 13th March

May 2020: 17th April

June 2020: 15th May

July 2020: 12th June

August 2020: 10th July

September 2020: 14th August

October 2020: 11th September

November 2020: 16th October

December 2020: 13th November

January 2021: 11th December

CONTACT

For more information, or to request a call back
please visit www.archanthub.co.uk/county-life



TAKING YOUR MESSAGE FURTHER

We're part of the UK's largest portfolio of county lifestyle magazines. High quality publications with the scope to amplify your message to large regional and national audiences.

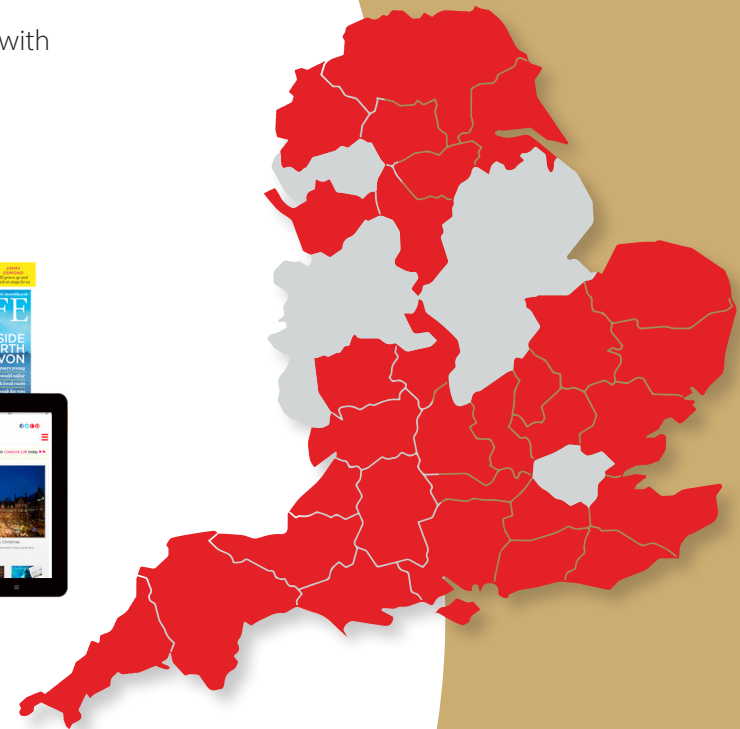


Cheshire Life
Lancashire Life
Yorkshire Life
Derbyshire Life
Cotswold Life

Somerset Life
Devon Life
Cornwall Life
Dorset Magazine
Hampshire Life

Sussex Life
Surrey Life
Kent Life
Hertfordshire Life
Essex Life

West Essex Life
Berkshire Life
EADT Suffolk Magazine
EDP Norfolk Magazine





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