

A scenic landscape of the Lake District. In the foreground, a rocky stream flows through golden-brown grass. A calm lake is visible in the middle ground, reflecting the sky. The background features rugged mountains under a blue sky with scattered white clouds.

Lake District Life &  
**LANCASHIRE LIFE**

*Celebrating life's finer things*



# *Welcome to* **LANCASHIRE LIFE**

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

Lancashire 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**

Lancashire 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 Lancashire 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 IT'S WORTH PAYING EXTRA FOR QUALITY





**16.5%**

**DEFINITELY AGREE THAT THEY  
ARE FASHION CONSCIOUS  
(272.7% MORE LIKELY THAN UK  
AVERAGE)**

**26.6%**

**REGULARLY DINE OUT IN  
THE EVENING  
(10.3% MORE LIKELY THAN  
THE UK AVERAGE)**

**12%**

**HOLIDAY MORE 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  
(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](http://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](http://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](http://www.archanthub.co.uk/go-target)



# LANCASHIRE LIFE MAGAZINE

**3 MONTHS**

**89,833**  
readers

**6 MONTHS**

**148,633**  
readers

**9 MONTHS**

**192,217**  
readers

**12 MONTHS**

**226,775**  
readers

**MONTHLY UNIQUE  
VISITORS**

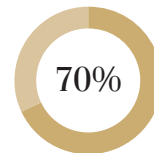
**70,065**

**MONTHLY PAGE  
VIEWS:**

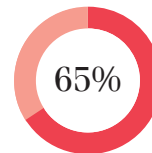
**108,012**

**AVERAGE TIME  
ON SITE**

**5.18 mins**



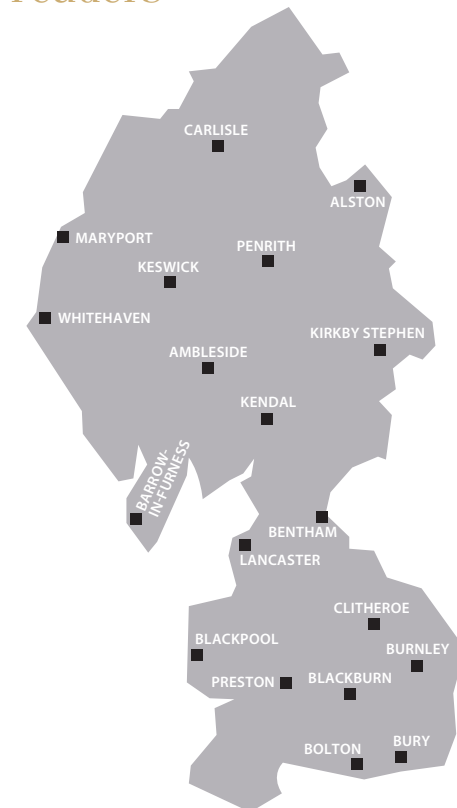
**ABC1**

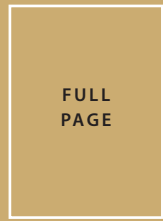


**AGED 35+**

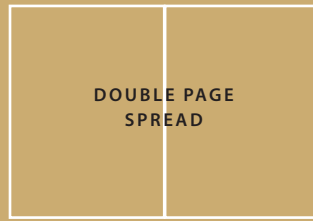


**56% MALE  
44% FEMALE**

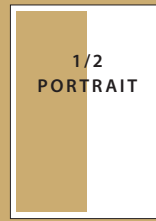




297mm x 210mm (Trim)  
303mm x 216mm (Bleed)



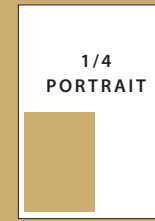
297mm x 420mm (Trim)  
303mm x 432mm (Bleed)



270mm x 93mm



133mm x 190mm



133mm x 93mm



65mm x 190mm

# MAGAZINE INVESTMENT OPPORTUNITIES

## QUARTER PAGE

1 insertion	<b>£635</b>
3 insertions	<b>£495</b>
6 insertions	<b>£430</b>
12 insertions	<b>£330</b>

## DOUBLE PAGE SPREAD

**POA**

## HALF PAGE

1 insertion	<b>£990</b>
3 insertions	<b>£840</b>
6 insertions	<b>£675</b>
12 insertions	<b>£525</b>

## LEAFLETS

Loose from	<b>£45</b>
Bound in from	<b>£65</b>

## FULL PAGE

1 insertion	<b>£1,895</b>
3 insertions	<b>£1,500</b>
6 insertions	<b>£1,300</b>
12 insertions	<b>£950</b>

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

All prices exclude VAT

Get more out of Life

# LIFE NORTH DIGITAL OPTIONS



Our digital options make it even easier to reach your customers with:

## E-NEWSLETTERS

Your display message around quality content sent straight to the inbox of our growing subscriber base.

## CONTENT MARKETING

Engaging articles to inform and entertain your customers.

**£250**

- |          |   |
|----------|---|
| Option 1 | <b>The Menu</b>                           |
| Option 2 | <b>GoTarget 20,000 impressions</b>        |
| Option 3 | <b>10,000 impressions digital display</b> |
| Option 4 | <b>Content marketing</b>                  |

## GOTARGET

Digital display ads on the websites your chosen market heads-to right around the web.

## THE MENU

The destination for food lovers – the perfect way to promote your establishment.

**£150**

- |          |  |
|----------|--|
| Option 1 | <b>The Menu</b>                          |
| Option 2 | <b>2 newsletters</b>                     |
| Option 3 | <b>6,000 impressions digital display</b> |

## TRADITIONAL DISPLAY

On our magazine's websites, enjoyed by thousands of visitors. Piggyback all the traffic to your website.

**£100**

- |          |                         |
|----------|-------------------------|
| Option 1 | <b>The Menu listing</b> |
| Option 2 | <b>Newsletter</b>       |

All prices exclude VAT

# ON SALE DATES

**Jan 2020:** 20 December 2019

**Feb 2020:** 22 January 2020

**Mar 2020:** 19 February 2020

**Apr 2020:** 18 March 2020

**May 2020:** 22 April 2020

**Jun 2020:** 20 May 2020

**Jul 2020:** 24 June 2020

**Aug 2020:** 22 July 2020

**Sep 2020:** 26 August 2020

**Oct 2020:** 23 September 2020

**Nov 2020:** 21 October 2020

**Dec 2020:** 18 November 2020

**Jan 2021:** 23 December 2020

# CONTACT

For more information, or to request  
a call back please visit

[www.archanthub.co.uk/county-life](http://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.

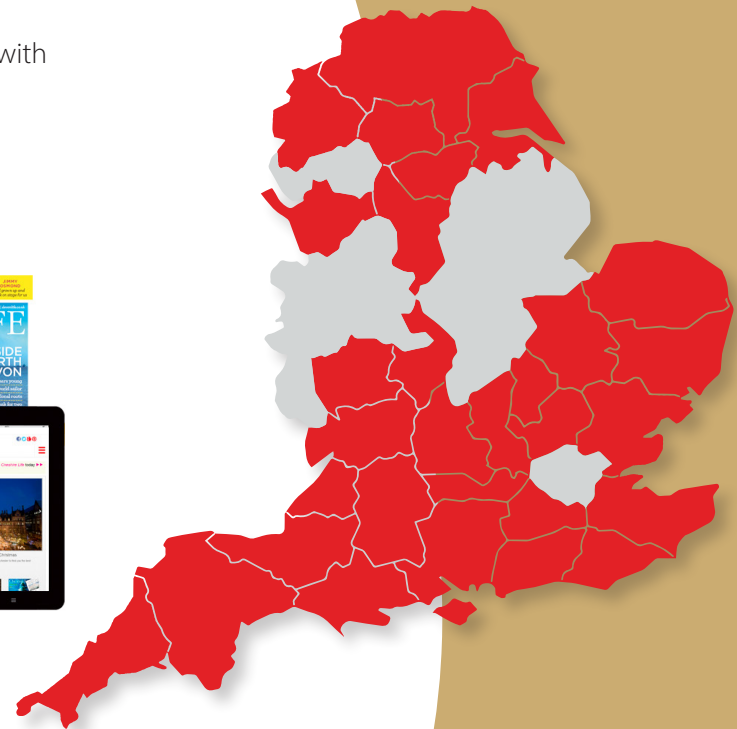


Cheshire Life  
Lancashire Life  
Yorkshire Life  
Derbyshire Life  
Cotswold Life

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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