

life&home

in Essex

- Fashion · Property · Motoring · Dining
- Health and Beauty · People and Places
- Leisure · Gardening · Art · Travel · Equestrian
- Children and Education

www.lifeandhomeinsex.co.uk

life&home
in Essex
MEDIa
PACK 2015

LAUNCHING IN ESSEX SUMMER 2015

THE NEW UPSCALE A4 GLOSSY LIFESTYLE
MONTHLY MAGAZINE FOR NORTH AND MID ESSEX



DISTRIBUTION

- 8,000 copies monthly
- Exclusive distribution to the finest homes selected from an AB profiling report
Mosaic in North and Mid Essex

Welcome to life&home Magazine; the barometer of luxury living in Essex. 'life&home' will give our readers the 'insiders guide' to the best in luxury goods through news, reviews and interviews. Detailing the latest from Fashion to Interiors, Art to Property and Travel to Dining out, 'life&home' is the perfect place to deliver your brand to a target readership of high end customers.

With the use of Mosaic profiling, life&home will be directly delivered free, to customers with high status jobs living in high profiled properties around North and Mid Essex who enjoy the luxuries in life.

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READERSHIP PROFILE



Mosaic Group A - City Prosperity

- High value properties
- Central city areas
- High status jobs
- Low car ownership
- High mobile phone spend
- High Internet use



Mosaic Group B - Prestige Positions

- High value detached homes
- Married couples
- Managerial and senior positions
- Supporting students and older children
- High assets and investments
- Online shopping and banking



Mosaic Group C - Country Living

- Rural locations
- Well-off homeowners
- Attractive detached homes
- Higher self-employment
- High car ownership
- High use of Internet



Mosaic Group G - Domestic Success

- Families with children
- Upmarket suburban homes
- Owned with a mortgage
- 3 or 4 bedrooms
- High Internet use
- Own new technology

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ADVERTISING RATES 2015

Outside Back Cover	£1050
Inside Front Cover	£950
Inside Back Cover	£850
Inside Front Cover Spread (P2&3)	£1500
Double Page Spread	£1100
Full Page (page 3 + 25%, page 4-5 + 20%)	£650
Half Page	£400
Quarter Page	£275
Half Page Vertical	£400

DISCOUNTS

3-5 Insertions	5%
6-8 Insertions	10%
9-10 Insertions	15%
11+ Insertions	25%

CLASSIFIED

7x1 £70 7x2 £140
(for discount structure see above)

ONLINE

FIXED PER MONTH

Leaderboard	£50
MPU	£40
Skyscraper	£30

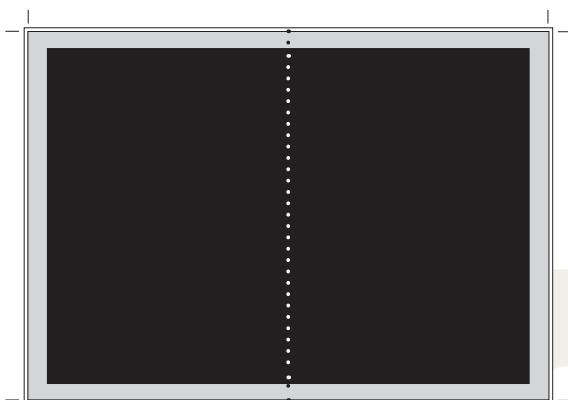
CONTACT

Zohra Mitchell, Senior Advertisement Manager
01206 508458 zohra.mitchell@nqe.com

Nicole Ferguson, Sales Executive
01206 508518 nicole.ferguson@nqe.com

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ADVERTISEMENT DATA 2015



Double page spread

- Total bleed area: 303mm (h) x 426mm (w)
- Trim area: 297mm (h) x 420mm (w)
- Non-bleed size: 270mm (h) x 388mm (w)

Do not place any type in the middle 30mm as this may become lost in the fold.



Full Page

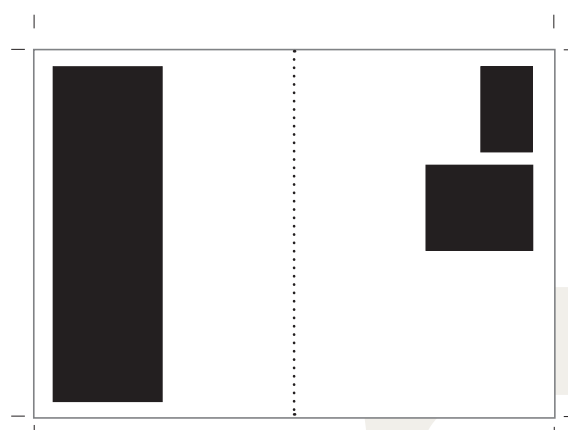
- Total bleed area: 303mm (h) x 216mm (w)
- Trim area: 297mm (h) x 210mm (w)
- Non-bleed size: 270mm (h) x 178mm (w)

Half Page Horizontal

Full print area: 130mm (h) x 178mm (w)

Quarter Page Vertical

Full Print area: 130mm (h) x 87mm (w)



Half Page Vertical

Full print area: 270mm (h) x 87mm (w)

Classified 7x2

70mm (h) x 87mm (w)

Classified 7x1

70mm (h) x 42mm (w)

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