



EAST LOTHIAN LIFE
QUARTERLY COUNTY MAGAZINE

MEDIA PACK

PLACES | FACES | PASTIMES | PURSUITS

OUR MAGAZINE

East Lothian Life is a quarterly glossy independent magazine combining lifestyle with local interest. With a loyal and steadily increasing readership in East Lothian, the UK and further afield, the diverse content of our magazine attracts all walks of life. Since our launch in 1989, East Lothian Life has attracted many publications to emulate it and has grown significantly over the past few years. Even in the face of an ever more competitive and difficult market place, East Lothian Life continues to grow and keeps abreast of the continuous changes whilst retaining an extremely loyal readership and advertiser base.

We work with a team of writers who not only live locally, but have a strong local insight, enabling us to bring content for our readers on the people and places which make East Lothian so unique. Whatever your interest, East Lothian Life's blend of editorial coupled with a strong sense of heritage captures the faces, places, pastimes and pursuits, which make up this wonderful county. Renowned for its wide ranging, stimulating content, the articles very rarely date and can be constantly referred to.

We know our readership inside out, which allows our advertisers to know exactly who they're targeting and how best to reach them. Our content reflects our readers' interests, as well as their affection for their county. Combined with our specialist local knowledge and lifestyle content this makes East Lothian Life an effective platform for promoting your business's messages and reaching your key target audience on a regular basis throughout the year.

**" I AM SO PROUD EAST LOTHIAN
LIFE IS MY COUNTY MAGAZINE...
IT IS WONDERFUL "**

DISTRIBUTION

The magazine is available via subscription and through selected outlets; newsagents, supermarkets, delicatessens, art galleries, libraries, tourist information centres and garden centres, in East Lothian, Berwickshire and Edinburgh.

2022 issues	Copy Deadline	Distribution Date
Spring 2022 ELL117	31 January	15 March
Summer 2022 ELL118	25 April	14 June
Autumn 2022 ELL119	18 July	13 September
Winter 2022 ELL120	3 October	22 November

GET IN TOUCH

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OUR READER

The East Lothian Life reader loves their county and wants to support independent businesses wherever possible. They expect the best and are interested in fine food, good music, entertainment, history, people, geography and much more.

Our reader wants to keep up with their local county but doesn't have time to endlessly scroll or frivolously spend on countless magazines a month. Concise, relevant and interesting editorial is what they seek, and that's exactly what East Lothian Life delivers.

They show a remarkable level of brand loyalty to East Lothian Life and trust us to deliver a blend of genuinely interesting and relevant editorial, coupled with a strong sense of lifestyle, heritage and diversity, keeping them in touch with their grass roots and providing a fascinating reference to the county they love. And they keep coming back for the recognisable editorial tone, stylish design, and engaging content.

KEY STATS

CIRCULATION: 3,500

READERSHIP: 25,000*

FREQUENCY: Quarterly

COVER PRICE: £3.00

AWARDS: Highly Commended in 2009, 2010, 2012, 2013, 2014 and 2016 by the prestigious PPA Scottish Magazines 'Best Small Publishing Company'

“ I LOOK FORWARD TO RECEIVING EACH ISSUE WITH EAGER ANTICIPATION AND EAST LoTHIAN LIFE IS NEVER A DISAPPOINTMENT ”

“ THANK YOU SO MUCH FOR PUBLISHING SUCH A WONDERFUL, QUALITY MAGAZINE – IT BRINGS SO MUCH PLEASURE TO SO MANY... ”

“ I AM EXCITED TO RECEIVE EACH ISSUE OF EAST LoTHIAN LIFE AS IT'S LIKE SNUDDLING UP WITH A GOOD BOOK AND A GLASS OF WINE... ”

“ THE QUALITY AND DIVERSITY OF ARTICLES KEEP ME IN TOUCH WITH MY HOME COUNTY AND IT IS SUCH A PLEASURE TO READ FROM COVER TO COVER ”

INSIDE EACH ISSUE



PLACES

Each issue captures the essence of this beautiful county and we take readers on a journey to their favourite places – its history, its towns and villages and its future.



FACES

Our county is at the forefront of everything we do. From interviews with local people to articles covering everything from history and art, to photography and music. The common thread throughout each issue is a celebration of all that is East Lothian.

INSIDE EACH ISSUE



PASTIMES

We want to help our readers make the most of their favourite pastimes. So this section is packed full of mouthwatering recipes, inspirational interiors, gardening, style and wine features.



PURSUIITS

Our readers love to embrace all that East Lothian has to offer, so each issue we offer a stimulating choice of diverse articles and features covering many aspects of life in East Lothian. Everything from property and antiques, to motoring and money matters, to biodiversity and farming.

PRINT ADVERTISING

East Lothian Life provides a cost effective way of reaching your key target audience on a regular basis throughout the year. Due to its strong local connections and long shelf life, East Lothian Life is an excellent advertising medium with competitive advertisement rates and a minimum shelf life of 12 weeks. Our team has experience in advertising, marketing branding and design, so if you're new to advertising, we're always happy to help or advise. We work closely with all our advertisers to ensure that they get the most from their marketing spend. East Lothian Life offers many advertising opportunities, including; display and classified advertising, sponsored editorial features and inserts.

DISPLAY ADVERTISING OFFERS THE FOLLOWING BENEFITS:

- Builds brand awareness and recognition
- Drives traffic to a website
- Increases sales
- Provides a call to action
- Promotes an event or special offer
- Promotes new and/or specific products
- Can help build loyalty

“ AS A REGULAR ADVERTISER WITH EAST LOTHIAN LIFE, I AM CONSTANTLY IMPRESSED, NOT ONLY WITH THE MAGAZINE, BUT WITH THE CARE AND ATTENTION DEDICATED TO ENSURE MY ADVERTISEMENT IS PLACED IN THE BEST POSSIBLE LOCATION ”



ADVERTISING RATES (all prices ex VAT)

Full Page	£850
Back Cover	£1,200
Inside Front or Back Cover	£975
Half Page	£525
Quarter Page	£275
Eighth Page	£150
Classified	£80
Leaflet inserts	£50 per 1,000

CANCELLATIONS

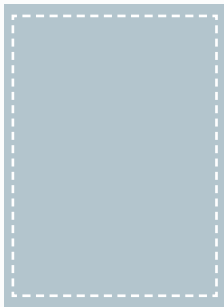
Cancellations made 28-15 days prior to publication will incur a charge of 50% of forthcoming ad cost. Cancellations made 14 days or less prior to publication will incur 100% charge of forthcoming ad cost.

ADVERTISING SPECIFICATIONS

Bookings can be made up to the copy deadline date for each issue, but the earlier you book the more likely you are of guaranteeing space.

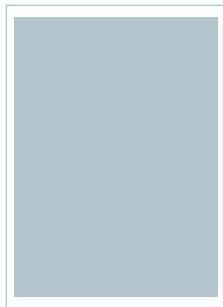
Files should be submitted as high resolution PDF (PDFX-1a compliant) or jpg, CMYK file, 300 dpi. Please visit pass4press.com for more information on producing PDFX-1a compliant PDFs. We cannot accept artwork in Publisher, Powerpoint, Word, Pagemaker or Corel Draw. Fonts, where possible, should be converted to outlines, if not they must be supplied with the file. All images and linked graphics must be supplied in CMYK format with a minimum 300dpi.

Back and inside cover artwork must be submitted with a minimum 3mm bleed.



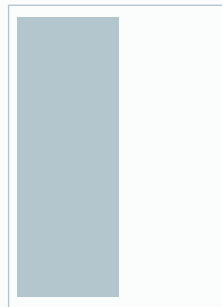
**COVER PAGES
(FULL PAGE BLEED)**

303mm high x 216mm wide
Bleed: 3mm required.
Type area: please leave a border of at least 5mm top and bottom, left and right outside edges.



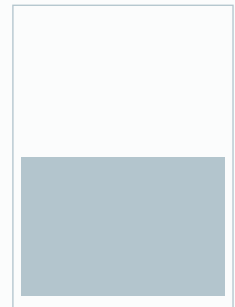
FULL PAGE

267mm high x 185mm wide



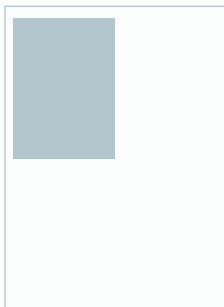
**HALF PAGE
VERTICAL**

267mm high x 90mm wide



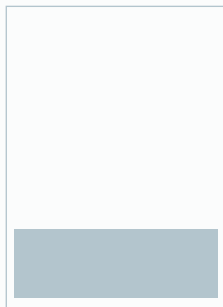
**HALF PAGE
HORIZONTAL**

132mm high x 185mm wide



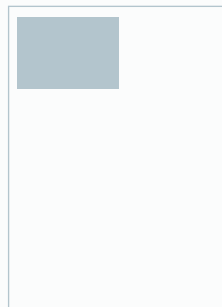
**QUARTER PAGE
VERTICAL**

132mm high x 90mm wide



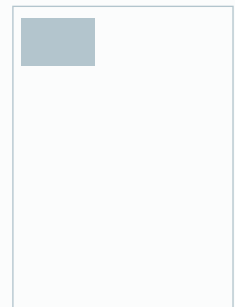
**QUARTER PAGE
HORIZONTAL**

65mm high x 185mm wide



**EIGHTH PAGE
HORIZONTAL**

65mm high x 90mm wide



CLASSIFIED

40mm high x 58mm wide

SPONSORED FEATURES

We believe successful advertising is all about partnership so we ensure sponsored content is editorially integrated in a way that can rarely be achieved with a purely traditional advertising campaign.

Perhaps you have a new product or service which needs promoting or simply a great story to tell? We can support you in your vision, in a way we know will appeal to our readers. Using the expertise of the editorial team, East Lothian Life can create compelling, paid for editorial written and designed in the East Lothian Life house-style, incorporating your message, logo and images.

SPONSORED EDITORIAL FEATURES OFFER THE FOLLOWING BENEFITS:

- Builds brand awareness and recognition
- Drives traffic to a website
- Increases sales
- Promotes an event or special offer
- Promotes new and/or specific products
- Can help build loyalty
- Increases social engagement
- Communicates more complex ideas

“ WHAT AN INTERESTING EDITORIAL FEATURE, I LOVE IT. THE BEDDING INDUSTRY IS ONE WHERE THE AVERAGE CONSUMER ISN'T WELL INFORMED ABOUT COTTON AND ALL THE JARGON THAT GOES WITH IT. THIS IS PERFECT. A MASSIVE THANKS FOR SUCH AN AMAZING PUSH FOR MY COMPANY. ”



SPONSORED FEATURE RATES (all prices ex VAT)

Full Page Feature Full page copy and images with contact details	£800
Double Page Feature Double page copy and images with contact details	£1500

CANCELLATIONS
Cancellations made 28–15 days prior to publication will incur a charge of 50% of forthcoming ad cost. Cancellations made 14 days or less prior to publication will incur 100% charge of forthcoming ad cost.

GET IN TOUCH



We're a friendly bunch, get in touch to find out more.

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