

SUFFOLK NORFOLK LIFE



Established in 1989 and still featuring the best of Suffolk and Norfolk Life

Examining the history of our counties towns and villages, food and drink, walks, celebrity interviews, country life in detail, art and photography, interiors and crafts.



Today Magazines Ltd, The Publishing House, Station Road, Framlingham, Suffolk, IP13 9EE
Tel: 01728 622030 Fax: 01728 622031 www.suffolknorfolklife.com

Company Registration No. 2493209 VAT Registration No. 843 4768 02



East Anglia's premier county magazine

Dear

I enclose a copy of our monthly publication entitled Suffolk Norfolk Life, along with our current rate card.

As a potential advertiser, please do consider the following features and benefits of this fine publication:

- Longest established county magazine in East Anglia - first printed in 1989
- Published in Suffolk by an independent family company and printed on the Norfolk border
- Published monthly in full colour and perfect bound
- Cover Price only £2.50 for 132 glossy pages
- Readership estimated in excess of 20,000
- Distributed throughout Suffolk, Norfolk and North Essex by Menzies, Smiths News Wholesale and our unique in house distribution channels
- Complimentary copies are sent to the majority of all major hotels in both counties
- Monthly articles on local interest, local food and drink, 'The Arts', events throughout East Anglia, interiors and gardening
- Wide and varied reader base, with over 1000 subscribers, aged from 9 years to over 90!
- Local Town and Village features each month
- Seasonal advertorial supplements
 - Golf And Leisure
 - Weddings
 - Independent Schools
 - Life of Leisure
 - Care Of The Elderly
- Tailor-made advertising and editorial packages to suit all budgets and requirements.
- Free advertisement design service

I really hope that you will be interested in this great opportunity to reach out to readers throughout the region, and will contact you shortly to discuss the publication.

Yours sincerely,

Charlie Roadley-Battin - Sales Manager
charlie@suffolknorfolklife.com
Tel: 01728 622030 Mob: 07787 418 924

Kelly Nekrews
kelly@suffolknorfolklife.com
D/L: 01728 622342

Monthly Advertisement Rates

All prices quoted are exclusive of VAT

Prime Colour pages

Outside Back Cover	:	£ 975.00
Inside Front Cover	:	£ 875.00
Inside Back Cover	:	£ 850.00

Run of magazine

Full page	:	£ 800.00
Half page	:	£ 575.00
Quarter page	:	£ 300.00
Eighth page	:	£ 150.00
Sixteenth page	:	£ 75.00
Guaranteed position	:	10% premium

Series Discounts

3 months	15%
6 months	20%
12 months	30%

Pre-payment Discount

5%

Agency Discount

10%

Directories (minimum 3 insertions)

Fifth page	:	£ 125.00 (per insertion)
Tenth page	:	£ 75.00 (per insertion)
Twentieth page	:	£ 45.00 (per insertion)

File Formats:

We can accept the following files for advertisements:
PDF - JPEG - TIFF

Word files and Publisher files can be acceptable with in most cases.
The best resolution for supplying advertisements and images is 300dpi.

We also offer a full design service which is **FREE OF CHARGE**.

Where to send your advertisement copy:

copy@todaymags.co.uk

Advertisement Size Guide

1/20th

Height 50mm x Width 42mm

1/16th

PORTRAIT:

Height 65mm x Width 42mm

LANDSCAPE:

Height 32mm x Width 90mm

1/10th

PORTRAIT:

Height 100mm x Width 42mm

LANDSCAPE:

Height 50mm x Width 90mm

1/8th

PORTRAIT:

Height 137mm x Width 42mm

LANDSCAPE:

Height 65mm x Width 90mm

1/5th

PORTRAIT:

Height 100mm x Width 90mm

LANDSCAPE:

Height 50mm x Width 186mm

1/4

PORTRAIT:

Height 137mm x Width 90mm

LANDSCAPE:

Height 65mm x Width 186mm

1/2

PORTRAIT:

Height 278mm x Width 90mm

LANDSCAPE:

Height 137mm x Width 186mm

Full Page

A4 size with a 3mm bleed all around

Height 303mm x Width 216mm



The advertisements below give a rough idea of how many words can fit into each size advertisement.

These word counts are the **MAXIMUM** number of words we would recommend.

If you wish to include logos and images then the amount of text should be significantly reduced to allow space for these.

1/20th

30 words +
header and
contact
details

Header

Main body text goes here
Main body text goes here

Address line 1
Address line 2
Telephone
Website

1/16th portrait

45 words +
header and
contact
details

Header

Main body text goes here
Main body text goes here

Address line 1
Address line 2
Telephone
Website

Header

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Address line 1
Address line 2
Telephone
Website

1/8th landscape

90 words + header and contact details

Header

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Address line 1
Address line 2
Telephone
Website

1/4 portrait

200 words + header and contact details



MONTH	Feature 1	Feature 2	Feature 3	Interiors
January	Schools	Weddings	N/A	Lighting
February	Valentines Day	Short Stays	Life After Retirement	Feature Walls
March	Care of the Elderly	Jewellery	Easter Chocs/ Products/Producers	Lofts
April	Schools	Town Feature: Beccles/Bungay	Learn an activity: Riding/shooting /golf etc	De-cluttering
May	Suffolk Show	Antiques & Auctioneers	Gardens/Hot tubs/ Swimming pools	Sheds
June	Norfolk Show	Alternative Holidays	Garden Nurseries	Soft Furnishings
July	Short Stays	Town Feature: Diss	Afternoon Tea	Chairs
August	Care of the Elderly	'My Favourite Day Out'	Wills/Solicitors	Furnishing Small Spaces
September	Weddings	Schools	Winter Warmers: Fireplaces/Stoves	Window Dressing
October	Hunting/Shooting	Life After Retirement	Christmas Parties	Clocks
November	Hunting/Shooting	Town Feature: Holt	Panto	Flooring
December	Christmas/Gifts Shopping Venues	Christmas Visits/Diary/Markets	Framlingham	Christmas Decorating

Monthly Advertising Options:

- Good Food Guide • Eating Out • Gardens • Interiors • Arts & Entertainment
- Prime Positions • Run of Magazine



Example of a Business Profile in the magazine

Business Profile

The Offer:

Full page business profile in the magazine

Tell our readers about:

- Your business
- New products/services
- Company aims/goals
- Company history
- A key person within the business
- Awards and nominations received

You will also feature on www.suffolknorfolklife.com with the same article and direct link to your website. Be the only company to receive the profile in your county for the selected month (one Suffolk, one Norfolk)

We currently have around 1,600 followers on Twitter and are receiving a huge increase in views on our website. The site is updated weekly with new Wordpress software allowing us to climb Google searches quickly.

This is a fantastic opportunity to be viewed both in the printed form as well as online, for less than the cost of a standard page in the magazine. This will be offered to selected companies only and can only be taken once in a 12 month period.

All this for just £550 plus VAT.



Example of a Business Profile on our website



Terms and Conditions

TERMS AND CONDITIONS FOR ADVERTISING

1. CONTRACT

- 1.1 A verbal order shall be binding on the Advertiser for the period over which their advertisements appear.
- 1.2 The Publisher reserves the right to cancel the Contract and omit any Advertisements due to be published in the Magazine if: (a) the Copy is not reasonably acceptable to the Publisher, or (b) the Copy is or may be, in the reasonable opinion of the Publisher, obscene, blasphemous, libellous, defamatory, indecent, inaccurate, misleading, inappropriate for the Magazine or in contravention of any applicable laws, rules, regulations, guidance or codes of practice.
- 1.3 Any booking is subject to our Terms and Conditions which are incorporated by reference and deemed to have been read and understood whether or not they have been and, can be seen on our website or viewed at our offices in Framlingham.
- 1.4 Today Magazines Ltd., when contracted to produce/help produce a publication on a client's behalf by – a) selling advertising space; b) organising typesetting and/or print production; c) print costs/payments, are not to be held responsible, in the event that the client should refuse insertion of an advertisement, for whatever reason or, be responsible should the client cease production of their publication.

2. PUBLICATION

- 2.1 Publication of any Advertisement is subject to the Copy being acceptable to the Publisher and sufficient space being available in the Magazine. The Publisher gives no warranty or guarantee that sufficient space will be available.

3. COPY SUPPLY

- 3.1 It is the responsibility of the Advertiser to supply the Publisher with Copy before the Copy Deadline and the Advertiser acknowledges that time is of the essence. If the Advertisement is omitted from the Magazine due to failure by the Advertiser to deliver suitable Copy before the Copy Deadline, the price remains payable in full.
- 3.2 If the Advertiser fails to deliver suitable Copy by the Copy Deadline, the Publisher, in its sole discretion, reserves the right not to publish the Advertisement in the magazine or to use copy from a previous issue.

4. CANCELLATIONS

- 4.1 Cancellations can be accepted only if they are received by the Publisher in writing 5 working days prior to copy date. Cancellations received by the Publisher after that date will have no effect unless otherwise agreed in writing by an authorised representative on behalf of the Publisher. Under no circumstances would less than a minimum of 50% of the cost be acceptable.
- 4.2 Any Advertiser who cancels part of a series booking will be charged at the rate set out on the Publisher's rate card from time to time for each Advertisement published in the Magazine.

5. PAYMENT AND CREDIT

- 5.1 Unless credit facilities are agreed by the Publisher in writing, the Price is due in full in accordance with the settlement date specified on the invoice.
- 5.2 If the Advertiser fails to pay any sums due to the Publisher by the due date, the Publisher reserves the right to charge interest on all overdue sums at the rate of 8% per annum above the base rate of HSBC Bank plc from the due date for payment until the date

payment is received in full in cash or cleared funds.

6. ERRORS

- 6.1 Although every effort is made to avoid errors, should they occur the Advertiser acknowledges and accepts that the Publisher will not be liable to the Advertiser for breach of Contract or in any other manner whatsoever in any of the following circumstances:
- 6.2 Where the error is due to inaccurate, incomplete or imprecise instructions from the Advertiser, or
- 6.3 Where the Copy is not supplied until after the Copy Deadline and/or the Publisher has exercised its right under 3.2, or
- 6.4 Where the error is a typesetting error which has occurred during the free typesetting service offered to the Advertiser, or
- 6.5 Where the error concerns the colour reproduction of the Advertisement and the Advertiser has failed to supply a colour proof with the Copy in a form which is satisfactory to the Publisher, or
- 6.6 Where the Publisher has not received a written complaint from the Advertiser within 7 days of the 'On-Sale Date' (and/or posting of magazine with the invoice).
- 6.7 If any of the circumstances in paragraph 6.1 – 6.6 arise, the Advertiser remains liable in full for the Price. In addition, should an error occur in an Advertisement which is to be repeated, it is the responsibility of the Advertiser to inform the Publisher in writing of the error within 7 days of the 'On-Sale Date' (and/or receiving their copy of the magazine with their invoice). If this is not done, and the Incorrect Advertisement is repeated, the Advertiser remains liable in full for the Price of the repeat Advertisement(s).
- 6.8 The Publisher's maximum liability to the Advertiser pursuant to the Contract (including these Conditions), whether in contract, tort (including negligence), breach of statutory duty or otherwise shall, to the maximum extent permitted by law, be limited to the Price payable by the Advertiser to the Publisher. The Publisher shall not be liable to the Advertiser for any special, indirect or consequential loss including, without limitation, economic loss or any loss of profit, loss of revenue, loss of contracts, loss of business, loss of goodwill, loss of reputation or like loss.
- 6.9 Failing agreement between the parties, the basis on which any compensation shall be calculated, is that of a percentage refund of the Price equal to the percentage loss of response which can reasonably be attributed to an error of the Publisher.

7. CONFLICT AND JURISDICTION

- 7.1 The Contract shall be governed by these Conditions, which represent the entire agreement between the parties in relation to the subject matter and supersede all prior agreements and understandings between the parties. In the event of any conflict between these Conditions and those incorporated in any form of offer or other correspondence or documentation submitted by the Advertiser, these Conditions shall take precedence.
- 7.2 The Contract shall be governed by the laws of England and each party submits to the exclusive jurisdiction of the English Courts save that the Publisher reserves the right to take action against the Advertiser in any other jurisdiction.