

**FREE TO
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SUFFOLK 
NORFOLK

MEDIA PACK

SUFFOLK NORFOLK LIFE

East Anglia's premier
county magazine



Print | Online | Mobile

Today Magazines Ltd, The Publishing House,
Station Road, Framlingham, Suffolk, IP13 9EE
Tel: 01728 622030

www.suffolknorfolklifemagazine.com

WELCOME

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 116 perfect bound pages
- **Readership** estimated in excess of 35,000
- **Distributed throughout Suffolk, Norfolk and North Essex** by Menzies, Smiths News Wholesale, Supermarkets *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 a loyal established subscriber base, aged from 9 years to over 90!
- **Local Town and Village** features each month
- **Seasonal** advertorial supplements
- **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

Email: charlie@suffolknorfolklife.com

Tel: 01728 622030

Mobile: 07787 418 924

MAGAZINE FEATURES

Regular

- Interiors
- Food and Drink
- Food Reviews
- Competitions
- Gardening
- What's on Diary

Seasonal

- The Suffolk Show
- The Royal Norfolk Show
- Short Stays
- Care of the Elderly
- Independent Schools
- Weddings
- Antiques & Auctions
- Valentines
- Activities and Leisure
- Christmas
- Motoring
- Life after Retirement

RATES

Prime Colour pages

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

Run of magazine (10% premium for guaranteed position)

Double Page Spread		£ 1,250.00
Full page		£ 800.00
Half page		£ 575.00
Quarter page		£ 300.00
Eighth page		£ 150.00
Sixteenth page		£ 75.00

Directory (minimum 3 insertions)

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

Discounts

3 month series		Save 15%
6 month series		Save 20%
12 month series		Save 30%
Pre-Payment Discount		Save 5%
Agency Discount		Save 10%

All prices quoted are exclusive of VAT

File Formats

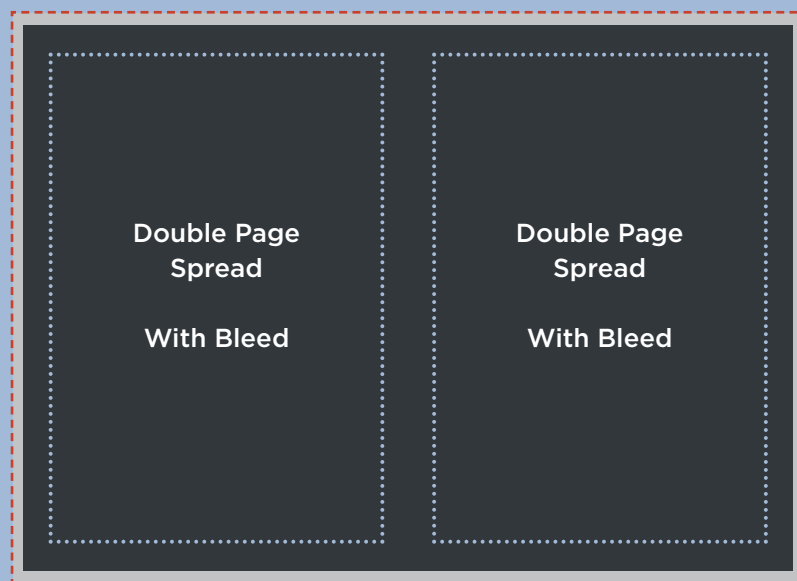
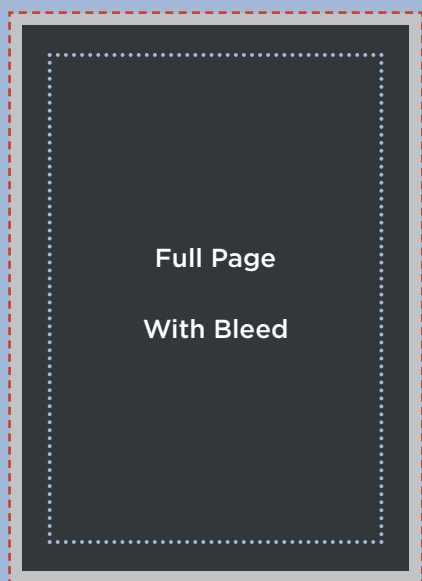
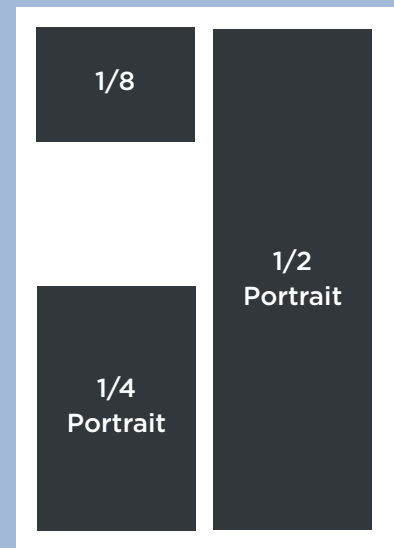
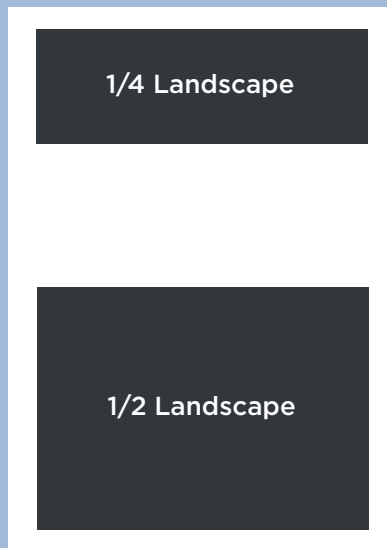
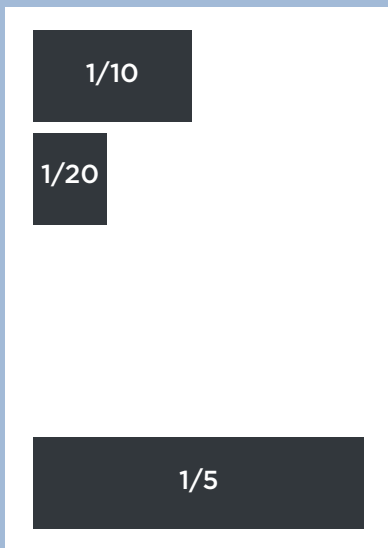
We can accept the following files for advertisements: PDF - JPEG - TIFF

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

Design Service

We also offer a full design service which is **FREE of charge**.

SIZE GUIDE



1/10 (Directory Only)

Dimensions 50mm H x 86mm W

1/20 (Directory Only)

Dimensions 50mm H x 40mm W

1/5 (Directory Only)

Dimensions 50mm H x 180mm W

1/8

Dimensions 65mm H x 90mm W

1/4 Portrait

Dimensions 137mm H x 90mm W

1/4 Landscape

Dimensions 65mm H x 186mm W

1/2 Portrait

Dimensions 278mm H x 90mm W

1/2 Landscape

Dimensions 137mm H x 186mm W

Full Page (With Bleed)

Dimensions 297mm H x 210mm W

Bleed area 303mm H x 216mm W

Text Safe Area 272mm H x 180mm W

Double Page Spread (With Bleed)

Dimensions 297mm H x 420mm W

Bleed area 303mm H x 426mm W

Text Safe Area* 272mm H x 390mm W

*Double page spread text safe area - Please also leave a 30mm gap down the middle for the spine / magazine binding.

FEATURES 2021

MONTH	Feature 1	Feature 2	Feature 3	Interiors
January	Schools	Weddings	Valentines	Kitchens
February	Town Feature: Ipswich	Short Stays	Life After Retirement	Bathrooms
March	Care of the Elderly	Jewellery	Easter Chocs/ Products/Producers	Flooring
April	Schools	Antiques	Learn an activity: Riding/shooting/golf	Conservatories
May	Staycations	Al fresco dining	Gardens/Hot tubs/ Swimming pools	Garden buildings
June	Back in business!	Holidays on the Broads	Garden Nurseries	Soft Furnishings/ Interior Design
July	Short Stays	Norwich	Afternoon Tea	Windows
August	Care of the Elderly	'My Favourite Day Out'	Town Feature: Woodbridge	Kitchens
September	Weddings	Schools	Law	Bathrooms
October	Hunting & Shooting	Life After Retirement	Christmas Parties	Winter warmers, stoves etc
November	Hunting & Shooting	Town Feature: Holt	Panto/Antiques	Lighting
December	Christmas Gifts / Shopping	Christmas Visits/Diary/Markets	Bury St Edmunds /Framlingham	Christmas Decorating

Monthly Advertising Options

- Food and Drink
- Eating Out
- Gardening
- Interiors and Home
- Arts & Entertainment
- Prime Positions
- Run of Magazine

Contact

Charlie Roadley-Battin
Sales Manager

Email: charlie@suffolknorfolklife.com
Tel: 01728 622030
Mobile: 07787 418 924

EDITORIAL

The 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.suffolknorfolklifemagazine.com with the same article and direct link to your website.

We currently have over 7,000 followers on Twitter and are receiving a huge increase in views on our website. The site is updated regularly 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 £650 + VAT.



Example of a Business Profile in the magazine



Example of a Business Profile on our website

OTHER EDITORIAL OPTIONS

My Suffolk Life / My Norfolk Life Q&A

Getting to know the people behind the business in Suffolk and Norfolk, supported by an accompanying advert.

Reader Competition

A chance for readers to win a great prize supplied by a business.

Contact us for more details on any of the editorial options available.

Business Advice

Financial and business advice on the current and trending topics supplied by experts.

Spa / Beauty / Health

A page of editorial to help and improve peoples wellbeing and make them feel good about themselves everyday.

T&C'S

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.

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