

orbitnews_{LD}



Media Pack 2013

warrington-worldwide.co.uk • frodshamlife.co.uk
lymmlife.co.uk • culchethlife.com • village-life.co.uk

For supplied artwork email – artwork@warrington-worldwide.co.uk
or post to Artwork Dept, Orbit News, New Media Centre,
Old Road, Warrington, WA4 1AT

Tel: 01925 631592

Life

magazines

Lymm Life, Village Life, Culcheth Life and **Frodsham Life** are well known and highly respected within their own local communities.

Lymm Life was the first magazine launched by Orbit News in 1999 and this was followed by Warrington Worldwide, Village Life (serving local communities in south Warrington and beyond including Stockton Heath, Grappenhall, Appleton, High Legh and Knutsford) in 2001, Culcheth Life in 2003 and Frodsham Life in April 2005.

The main strength of these magazines is that they cater directly for the needs of businesses and residents bringing local news, events and a wide variety of both local and regional services that may be of interest and the opportunity to target key areas and customers. The local nature of these magazines ensures that they are well read.

History has shown that response rates to advertising in each of the Life Magazines can achieve exceptional results.

Key Facts

- Full Colour magazine printed on gloss paper to give high quality results
- Classified Advertising Section
- Hand delivered to local businesses

Distribution

- Lymm Life, Village Life and Frodsham Life are each delivered door to door to between 5,000-6,000 selected homes throughout their respective areas as well as a number of outlets where the magazines can be picked up for free.
- Culcheth Life and the other magazines are also freely distributed via a large number of local outlets such as supermarkets, libraries, colleges, schools, takeaways, off-licences, dentists, doctors surgeries, hairdressers, hotels, garden centres and local shops.

Circulation

- 18,000 readers monthly per magazine based on an average of three people reading each copy.

Coverage

- Lymm Life - WA13 / WA16 • Village Life - WA4
- Frodsham Life - Frodsham • Helsby • Kingsley • Norley and surrounding areas
- Culcheth Life - WA3 - Culcheth, Croft, Glazebury, Glazebrook & Winwick

warrington worldwide

Introducing Warrington's premier freely distributed, monthly, full colour magazine, read by an average of 60,000 people each month.

warrington worldwide is one of five publications produced by Orbit News Ltd who have been a well known member of Warrington's business community since 1968.

Launched as the town's only daily online newspaper in 1999 the magazine soon followed and provides a cost effective way for small, medium and large advertisers to reach their customers with high quality full colour advertising.

It aims to offer something for every part of the community with regular features providing a wide variety of local content.

With many regular advertisers, **warrington worldwide** prides itself in offering a quality service to its advertisers and good value for money.

The monthly nature of **warrington worldwide** means the magazine enjoys a long shelf life, ensuring advertisers will experience the best possible results from their advertising providing full value for money.

Check out our advertising testimonials on our website.

Key Facts

- Full Colour magazine printed on gloss paper to give high quality results
- Classified Advertising Section
- Hand delivered to local businesses and selected areas
- Also: www.warrington-worldwide.co.uk with more than 1,000,000 page impressions a month and an average 5,000 visitors daily plus an [Online discussion forum](#) with over 2,600 registered members and online advertising from just £50 a year

Distribution

- **warrington worldwide** is freely distributed via an extensive racking system that covers the main shopping areas - Golden Square, Cockhedge Centre Shopping Park, Warrington Market, Birchwood Mall, supermarkets, leisure centres, garden centres, libraries, colleges, schools, takeaways, off-licences, dentists, doctors surgeries, hotels, hairdressers, local shops and Warrington Transport buses.

Readership

- 60,000 covering WA1 • WA2 • WA3 • WA4 • WA5 • WA13 • WA16

Advertising Rates

all prices subject to VAT

Classified	1 month	6 months	12 months
Lineage (per 30 words / per mag)	£15 per month	£12 per month	£9 per month
Lineage (per 30 words all 5 mags)	£75 per month	£50 per month	£30 per month
Display (cm/column)	£10 per month	£8 per month	£6 per month
Display (cm/column) (all 5 mags)	£40 per month	£30 per month	£20 per month

ALL CLASSIFIED ADVERTISING MUST BE PREPAID FOR COMPLETE RUN IN FULL.

Display Advertising ROP

Life magazines

43x1	
Per Month	£50
43x2	
Per Month	£75
Eighth Page	
Per Month	£100
Quarter Page	
Per Month	£195
Half Page	
Per Month	£275
Full Page	
Per Month	£400

Worldwide

43x1	
Per Month	£60
43x2	
Per Month	£100
Eighth Page	
Per Month	£135
Quarter Page	
Per Month	£225
Half Page	
Per Month	£325
Full Page	
Per Month	£500

Mechanical Data

43 x 1	43mm D x 43mm W
43 x 2	43mm D x 92mm W
Eighth Page Portrait	134mm D x 43mm W
Eighth Page Landscape	65mm D x 92mm W
Quarter Page Portrait	134mm D x 92mm W
Quarter Page Landscape	65mm D x 190mm W
Half Page Portrait	272mm D x 92mm W
Half Page Landscape	134mm D x 190mm W
Full Page (see diagram below)	297mm D x 210mm W
Front Page Ad for Life mags	45mm D x 40mm W
Earpice Ad for Life mags	45mm D x 40mm W
Front Page Ad for Worldwide	55mm D x 35mm W
Earpice Ad for Worldwide	47mm D x 35mm W

Supplied artwork for magazines

All artwork must be supplied 300dpi actual size, CMYK

For Centre Pages, Double Page Spread and Full Pages, please allow **5mm** of bleed all round.

High Res Jpeg – or **High Res PDF** - with fonts/images embedded.

A low res jpeg or printout should be supplied with PDF files for proofing.

If no jpeg or printout is supplied we cannot take any responsibility for incorrect reproduction of artwork.

Because of the printing process we cannot guarantee absolute colour accuracy.

If you require any help please contact Paul Walker on 01925 631592.

Email Artwork to: artwork@warrington-worldwide.co.uk
or posted to: Artwork Dept, Orbit News, New Media Centre, Old Road, Warrington, WA4 1AT

Premium Ads: Back Page, Right Hand Pages or any other specified page

Ratecard+ 20%

Front Page Ads: Life Magazines: Earpiece £100 per month (min 3 month booking)

Other ads £80 per month (min 3 month booking)

Worldwide: Earpiece £125 per month (min 3 month booking)

Other ads £100 per month (min 3 month booking)



WEBSITE ADVERTISING FROM AS LITTLE AS £50 PER MONTH - ASK ABOUT DETAILS
PACKAGES AVAILABLE FOR COMBINED MAGAZINE AND WEBSITE ADVERTISING ON
REQUEST. WE CAN ALSO HELP PROMOTE BUSINESSES THROUGH FACEBOOK AND TWITTER

Advertising Deadlines / Publishing 2013

ISSUE	Lymn Life		Warrington Worldwide		Village Life/ Culcheth		Frodsham Life	
	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED
February	Jan 8	Jan 17	Jan 15	Jan 24	Jan 22	Jan 31	Jan 29	Feb 7
March	Feb 5	Feb 14	Feb 12	Feb 21	Feb 19	Feb 28	Feb 26	March 7
April	March 5	March 14	March 12	March 21	March 19	March 28	March 26	April 4
May	April 2	April 11	April 9	April 18	April 16	April 25	April 23	May 2
June	April 30	May 9	May 7	May 16	May 14	May 23	May 21	May 30
July	June 4	June 13	June 11	June 20	June 18	June 27	June 25	July 4
August	July 2	July 11	July 9	July 18	July 16	July 25	July 23	Aug 1
September	July 30	Aug 8	Aug 6	Aug 15	Aug 13	Aug 22	Aug 20	Aug 29
October	Sept 3	Sept 12	Sept 10	Sept 19	Sept 17	Sept 26	Sept 24	Oct 3
November	Oct 1	Oct 10	Oct 8	Oct 17	Oct 15	Oct 24	Oct 22	Oct 31
December	Oct 29	Nov 7	Nov 5	Nov 14	Nov 12	Nov 21	Nov 19	Nov 28
January 2014	Nov 26 (13)	End Dec (13)	Nov 26 (13)	End Dec (13)	Nov 26 (13)	End Dec (13)	Nov 26 (13)	End Dec (13)
February 2014	Jan 7 (14)	Jan 16	Jan 14 (14)	Jan 23 (14)	Jan 21 (14)	Jan 30 (14)	Jan 28 (14)	Feb 6 (14)

Deadline

Publishing

• **Please note:** Because of the popularity of these titles the advertising space is often full before these dates, so to ensure you get the publication you require you should book as early as possible.