

orbitnews_{LD}

Media Pack 2012



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

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

warrington worldwide

Introducing Warrington's premier freely distributed, monthly, full colour magazine, read by 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 **warrington worldwide** 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.

warrington worldwide 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.



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 2,500 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, officinces, dentists, doctors surgeries, hotels, hairdressers, local shops and Warrington Transport buses.

Readership

- 60,000

Coverage

- WA1 • WA2 • WA3 • WA4 • WA5 • WA13 • WA16

Rates

- You can advertise in **warrington worldwide** magazine for as little as £6 (+vat) per month. Please call 01925 623631 for details.

Life

magazines

Lymm Life, Village Life, Culcheth Life and Frodsham Life 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 local businesses and residents bringing local news, events and a wide variety of both local and regional services that may be of interest.

They also give larger advertisers an 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 is truly exceptional.

Orbit News Life Magazines – bringing quality news publishing to Lymm, Culcheth, South Warrington and Frodsham.



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 delivered door to door to 5,000 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

- 15,000 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

Rates

- You can advertise in any of the Life magazines for as little as £6 (+vat) per month. Please call 01925 631592 for details.

Mechanical Data

Standard Ad Sizes		Column Sizes	
43 x 1	43mm x 1 column	1 column	43 mm
43 x 2	43mm x 2 columns	2 columns	92 mm
Eighth Page Portrait	134mm x 1 columns	3 columns	141 mm
Eighth Page Landscape	65mm x 2 columns	4 columns	190 mm
Quarter Page Portrait	134mm x 2 columns	<i>If you are unsure of how best to produce / supply your artwork please call us on 01925 631592 and one of our team of friendly professionals will be able to advise you.</i>	
Quarter Page Landscape	65mm x 4 columns		
Half Page Portrait	272mm x 2 columns		
Half Page Landscape	134mm x 4 columns		
Full Page (see diagram below)	297mm x 210mm		
	+5mm bleed all round		



Full Page spec

Recommended Type / Object Area
277mm (d) x 190mm (w)

Page Size
297mm (d) x 210mm (w)

Page Size + Bleed
307mm (d) x 220mm (w)

Supplied artwork for magazines

All artwork must be supplied **300dpi actual size, CMYK**

For Centre Pages Double Page Spread please allow

5mm of bleed all round.

High Res Jpeg – or

High Res PDF - all fonts and images **MUST** be 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

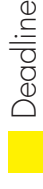
Artwork should be emailed to: artwork@warrington-worldwide.co.uk

or posted to: Artwork Dept, Orbit News, New Media Centre, Old Road, Warrington, WA4 1AT

Advertising Deadline/Publishing 2012

ISSUE	Lymm Life		Warrington Worldwide		Village Life/ Culcheth		Frodsham Life	
	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED
February	Jan 10	Jan 19	Jan 17	Jan 26	Jan 24	Feb 2	Jan 31	Feb 9
March	Feb 7	Feb 16	Feb 14	Feb 23	Feb 21	March 1	Feb 28	March 8
April	March 6	March 15	March 13	March 22	March 20	March 29	March 27	April 5
May	April 3	April 12	April 10	April 19	April 17	April 26	April 24	May 3
June	May 1	May 10	May 8	May 17	May 15	May 24	May 22	May 31
July	May 29	June 14	June 1 (Fri)	June 14	June 12	June 21	June 19	July 28
August	July 3	July 12	July 10	July 19	July 17	July 26	July 24	Aug 2
September	July 31	Aug 9	Aug 7	Aug 16	Aug 14	Aug 23	Aug 21	Aug 30
October	Sept 4	Sept 13	Sept 11	Sept 20	Sept 18	Sept 27	Sept 25	Oct 4
November	Oct 2	Oct 11	Oct 9	Oct 18	Oct 16	Oct 25	Oct 23	Nov 1
December	Oct 30	Nov 8	Nov 6	Nov 15	Nov 13	Nov 22	Nov 20	Nov 29
January 2013	Nov 27 (12)	End Dec (12)	Nov 27 (12)	End Dec (12)	Nov 27 (12)	End Dec (12)	Nov 27 (12)	End Dec (12)
February 2013	Jan 8 (13)	Jan 17	Jan 15 (13)	Jan 24 (13)	Jan 22(13)	Jan 31 (13)	Jan 29 (13)	Feb 7 (13)

• **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.



Deadline



Publishing

Advertising Rates

all prices subject to VAT

Classified

Lineage (per 30 words / per mag)	£15 per month
Lineage (per 30 words all 5 mags)	£75 per month
Display (cm/column)	£10 per month
Display (cm/column) (all 5 mags)	£40 per month

ALL CLASSIFIED ADVERTISING MUST BE PREPAID 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

Premium Ads: Back Page, Right Hand Pages or any 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 TO PROMOTE YOUR BUSINESS VIA FACEBOOK AND TWITTER

