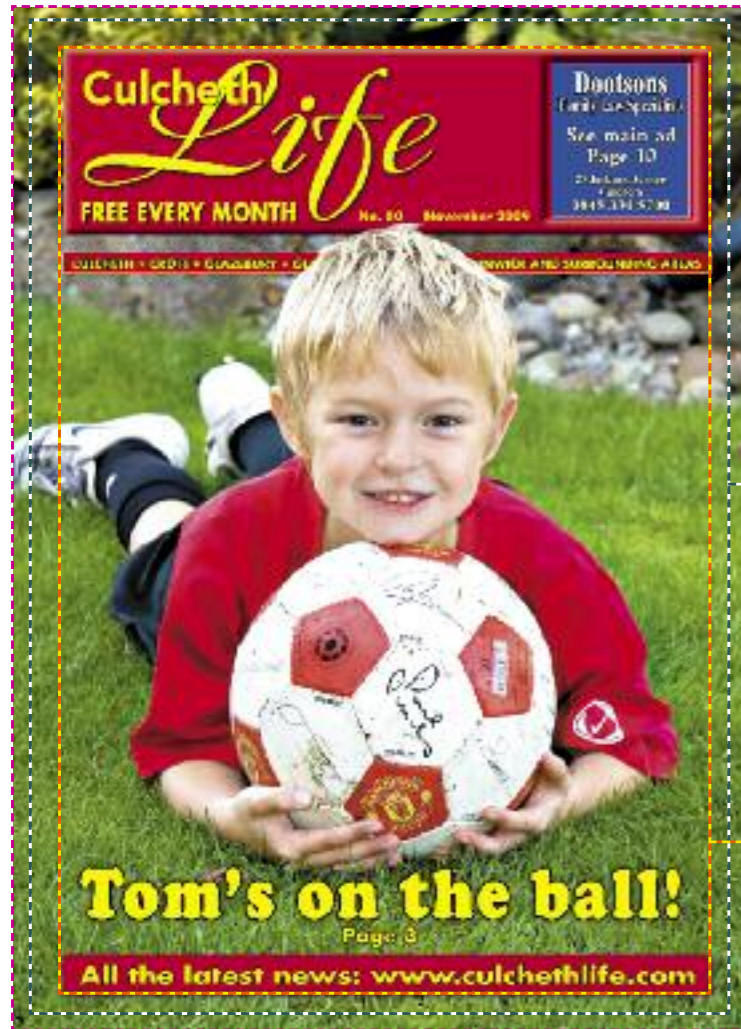


Mechanical Data

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	141mm
Eighth Page Landscape	65mm x 2 columns	4 columns	190 mm
Quarter Page Portrait	134mm x 2 columns	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.	
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	



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

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

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

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

Display <i>warrington worldwide</i>	1 month	3 months	6 months
43x1 Box	£60pm	£50pm	£40pm
43x2 Box	£100pm	£90pm	£75pm
Eighth Page	£135pm	£115pm	£105pm
Quarter Page	£225pm	£200pm	£175pm
Half Page	£325pm	£295pm	£265pm
Full Page	£500pm	£425pm	£350pm
Centre Pages Double Page Spread	£1200pm	£1000pm	£800pm

Premium Ad: Back Page & Right Hand Pages
Front Page: Ear Piece
Corner Ad

Rate card + 20%
£125 pm (min 3 months)
£100 pm (min 3 months)

Display <i>Life</i>	1 month	3 months	6 months
43x1 Box	£50pm	£40pm	£30pm
43x2 Box	£75pm	£65pm	£50pm
Eighth Page	£100pm	£90pm	£80pm
Quarter Page	£195pm	£175pm	£150pm
Half Page	£275pm	£250pm	£225pm
Full Page	£400pm	£350pm	£300pm
Centre Pages Double Page Spread	£1100pm	£900pm	£700pm

Premium Ads Back Page & Right Hand Pages
Front Page Ear Piece
Ad

Rate card + 20%
£100 pm (min 3 months)
£80 pm (min 3 months)

Series Discounts: 5% off the cost of each extra title
Packages available for combined magazine and website advertising

Web Advertising Rates

Banner
(to include link and site description to advertiser's website):

Per Week: £50 (minimum 4 weeks)

Per Year: £2,000

Branding includes free recruitment advertising on the web and discounted advertising rates in magazines

Business Guide Classified Listing
(to include link to advertiser's website):

Per Year: £75

All prices + VAT

Packages available for combined magazine and website advertising



warrington.tv
ON-LINE VIDEO

BANNER
ADS

orbitnews

Media Pack 2010



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

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

warrington worldwide

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

warrington worldwide is the flagship publication of 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 4,000 visitors daily plus an [Online discussion forum](#) with over 2,000 registered members and 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

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 are four publications, 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 Village Life (serving Stockton Heath, Grappenhall & Appleton) 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, Culcheth Life, Village Life and Frodsham Life are all 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

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.

Advertising Deadline/Publishing 2010

ISSUE	Lymm Life		Warrington Worldwide		Village Life/ Culcheth		Frodsham Life	
	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED
February	Jan 5	Jan 14	Jan 12	Jan 21	Jan 19	Jan 28	Jan 26	Feb 4
March	Feb 2	Feb 11	Feb 9	Feb 18	Feb 16	Feb 25	Feb 23	March 4
April	March 2	March 11	March 9	March 18	March 16	March 25	March 23	April 1
May	April 6	April 15	April 13	April 22	April 20	April 29	April 27	May 6
June	May 4	May 13	May 11	May 20	May 18	May 27	May 25	June 3
July	June 8	June 17	June 15	June 24	June 22	July 1	June 29	July 8
August	July 6	July 15	July 13	July 22	July 20	July 29	July 27	Aug 5
September	Aug 3	Aug 12	Aug 10	Aug 19	Aug 17	Aug 26	Aug 24	Sept 2
October	Sept 7	Sept 16	Sept 14	Sept 23	Sept 21	Sept 30	Sept 28	Oct 7
November	Oct 5	Oct 14	Oct 12	Oct 21	Oct 19	Oct 28	Oct 26	Nov 4
December	Nov 2	Nov 11	Nov 9	Nov 18	Nov 16	Nov 25	Nov 23	Dec 2
January 2011	Nov 30 (10)	End Dec (10)	Nov 30 (10)	End Dec (10)	Nov 30 (10)	End Dec (10)	Nov 30 (10)	End Dec (10)
February 2011	Jan 4 (2010)	Jan 13	Jan 11 (2010)	Jan 20	Jan 18 (2010)	Jan 27	Jan 25 (2010)	Feb 3

• **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