

# orbitnews<sup>LD</sup>

## Media Pack

### 2009



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

For supplied artwork email – [artwork@warrington-worldwide.co.uk](mailto: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 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](http://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, offlicences, 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 2009

ISSUE	Lymm Life		Warrington Worldwide		Village Life/ Frodsham		Culcheth Life	
	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED
<b>February</b>	Jan 6	Jan 15	Jan 13	Jan 22	Jan 20	Jan 29	Jan 27	Feb 5
<b>March</b>	Feb 3	Feb 12	Feb 10	Feb 19	Feb 17	Feb 26	Feb 24	March 5
<b>April</b>	March 3	March 12	March 10	March 19	March 17	March 26	March 24	April 2
<b>May</b>	March 31	April 9	April 7	April 16	April 14	April 23	April 21	April 30
<b>June</b>	May 5	May 14	May 12	May 21	May 19	May 28	May 26	June 4
<b>July</b>	June 9	June 18	June 16	June 25	June 23	July 2	June 30	July 9
<b>August</b>	July 7	July 16	July 14	July 23	July 21	July 30	July 28	Aug 6
<b>September</b>	Aug 4	Aug 13	Aug 11	Aug 20	Aug 18	Aug 27	Aug 25	Sept 3
<b>October</b>	Sept 1	Sept 10	Sept 8	Sept 17	Sept 15	Sept 24	Sept 22	Oct 1
<b>November</b>	Sept 29	Oct 8	Oct 6	Oct 15	Oct 13	Oct 22	Oct 20	Oct 29
<b>December</b>	Nov 3	Nov 12	Nov 10	Nov 19	Nov 17	Nov 26	Nov 24	Dec 3
<b>January 2010</b>	Dec 1 (09)	End Dec 09	Dec 1 (09)	End Dec 09	Dec 1 (09)	End Dec 09	Dec 1 (09)	End Dec
<b>February 2010</b>	Jan 5 (2010)	Jan 14	Jan 12 (2010)	Jan 21	Jan 19 (2010)	Jan 28	Jan 26 (2010)	Feb 4

• **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

# On-line Commercials & Promotional Videos

*warrington.tv*

Prices start from as little as £150 – call for details

## Mechanical Data

### Standard Ad Sizes

43 x 1	43mm x 1 column
43 x 2	43mm x 2 columns
Eighth Page Portrait	134mm x 1 columns
Eighth Page Landscape	65mm x 2 columns
Quarter Page Portrait	134mm x 2 columns
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

### Column Sizes

1 column	43 mm
2 columns	92 mm
3 columns	141 mm
4 columns	190 mm

*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.*



## Full Page Dimensions

Recommended Type / Object Area

277mm (d) x 190mm (w)

Page Size

297mm (d) x 210mm (w)

Page Size + Bleed

305mm (d) x 218mm (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](mailto:artwork@warrington-worldwide.co.uk)

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

# Advertising Rates 2009

*all prices subject to VAT*

<b>Classified</b>	<b>1 month</b>	<b>6 months</b>	<b>12 months</b>
Lineage (per 30 words / per mag)	£15pm	£10pm	£9pm
Lineage (per 30 words all 5 mags)	£50pm	£40pm	£30pm
Display (cm/column)	£10pm	£8pm	£6pm
Display (cm/column) (all 5 mags)	£8pm per mag	£6pm per mag	£4pm per mag

<b>Display</b> <i>warrington worldwide</i>	<b>1 month</b>	<b>3 months</b>	<b>6 months</b>
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)

<b>Display</b> <i>Life</i>	<b>1 month</b>	<b>3 months</b>	<b>6 months</b>
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% per 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