

# Orbit News Ltd 2015 media pack



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](mailto:artwork@warrington-worldwide.co.uk)  
or post to Orbit News, New Media Centre, Old Road, Warrington, WA4 1AT

Tel: 01925 631592

## Advertising Deadlines / Publishing 2015

ISSUE	Lymm Life		Warrington-Worldwide		Village Life / Culcheth Life		Frodsham Life	
	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED
February	Jan 6	Jan 15	Jan 13	Jan 22	Jan 20	Jan 29	Jan 27	Feb 5
March	Feb 3	Feb 12	Feb 10	Feb 19	Feb 17	Feb 26	Feb 24	March 5
April	March 3	March 12	March 10	March 19	March 17	March 26	March 24	April 2
May	March 31	April 9	April 7	April 16	April 14	April 23	April 21	April 30
June	May 5	May 14	May 12	May 21	May 19	May 28	May 26	June 4
July	June 2	June 18	June 9	June 18	June 16	June 25	June 23	July 2
August	July 7	July 16	July 14	July 23	July 21	July 30	July 28	Aug 6
September	Aug 4	Aug 13	Aug 11	Aug 20	Aug 18	Aug 27	Aug 25	Sept 3
October	Sept 1	Sept 10	Sept 8	Sept 17	Sept 15	Sept 24	Sept 22	Oct 1
November	Sept 29	Oct 8	Oct 6	Oct 15	Oct 13	Oct 22	Oct 20	Oct 29
December	Oct 27	Nov 5	Nov 3	Nov 12	Nov 10	Nov 19	Nov 17	Nov 26
January 2015	Dec 1 (15)	Dec 17 (15)	Dec 1 (15)	End Dec (15)	Dec 1 (15)	End Dec (15)	Dec 1 (15)	End Dec (15)
February 2016	Jan 5 (16)	Jan 14 (16)	Jan 12 (16)	Jan 21 (16)	Jan 19 (16)	Jan 28 (16)	Jan 26 (16)	Feb 4 (16)

• Please Note: Because of the popularity of these titles the advertising space is often filled before deadline, so to ensure inclusion please make your booking as early as possible

## 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 the 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.

## 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 launched in 1999 followed by Warrington Worldwide, Village Life (serving local communities in south Warrington and beyond including Stockton Heath, Grappenhall, Appleton and High Legh) 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 and news content of these magazines ensures that they are well read.

## Key Facts

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

### Distribution

- warrington worldwide is freely distributed via an extensive racking system that covers the main shopping areas as well as local leisure centres and Warrington Transport buses.
- Lymm Life, Village Life and Frodsham Life are each delivered door-to-door to selected homes throughout their respective areas as well as a number of outlets where the magazines can be picked up for free.
- Culcheth Life is freely distributed via a large number of local outlets.

### Readership

- Life magazines: 18,000 readers monthly per magazine\*
- Warrington Worldwide: 60,000 readers monthly\*

*\*based on an average of three people reading each copy.*

### Coverage

- Warrington-Worldwide - WA1 • WA2 • WA3 • WA4 • WA5 • WA13 • WA16
- Lymm Life - WA13 / WA16 • Village Life - WA4
- Frodsham Life - Frodsham • Helsby • Kingsley • Norley and surrounding areas
- Culcheth Life - WA3 - Culcheth, Croft, Glazebury, Glazebrook & Winwick
- Also: www.warrington-worldwide.co.uk with more than 1.5 million page impressions a month and an average 5,000 visitors daily plus interactive social media networks on Facebook and Twitter.

# Advertising Rates

*all prices subject to VAT*

Classified	1 month	6 months	12 months
Lineage (per 30 words per magazine)	£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 per mag)	£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

<b>Front Page Earpiece</b> Per Month (min 3 months)	£125
<b>Standard Front Page</b> Per Month (min 3 months)	£100
<b>43 x 1 Column</b> Per Month	£50
<b>43 x 2 Column</b> Per Month	£85
<b>Eighth Page</b> Per Month	£125
<b>Quarter Page</b>	£200
<b>Half Page</b> Per Month	£300
<b>Full Page</b> Per Month	£500

### Worldwide Magazine

<b>Front Page Earpiece</b> Per Month (min 3 months)	£150
<b>Standard Front Page</b> Per Month (min 3 months)	£125
<b>43 x 1 Column</b> Per Month	£60
<b>43 x 2 Column</b> Per Month	£110
<b>Eighth Page</b> Per Month	£150
<b>Quarter Page</b> Per Month	£250
<b>Half Page</b> Per Month	£375
<b>Full Page</b> Per Month	£600

### 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	297mm D x 210mm W
Front Page Ad for Life mags	45mm D x 40mm W
Earpiece Ad for Life mags	45mm D x 40mm W
Front Page Ad for Worldwide	55mm D x 35mm W
Earpiece Ad for Worldwide	47mm D x 35mm W

### Supplied Artwork

All artwork must be supplied **300dpi actual size, CMYK in .pdf format with fonts outlined or embedded.**

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

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

Pinks per title	Life	WW	Premium Ads:
<b>Eighth Page (landscape only)</b> Per 3 month booking	£180	£225	Back Page, Right Hand Any page or position specifically requested = Ratecard+ 20% Does not include earpiece
<b>Quarter Page (portrait only)</b> Per 3 month booking	£300	£375	Does not include front page ads as they cannot be guaranteed position.
<b>Half Page (portrait or landscape)</b> Per 3 month booking	£600	£750	