

WILTSHIRE

The very best of Wiltshire in one magazine

MEDIA
PACK



Launched in 1946, *Wiltshire Life* remains an invaluable magazine dedicated to bringing its readers local news, history, nature and inspirational ideas.

THE ONLY COUNTY MAGAZINE PUBLISHED IN WILTSHIRE FOR WILTSHIRE

WILTSHIRE LIFE

Created for both residents and visitors by our Wiltshire-based team.



Georgie Green,
Editor

editor-wl@markallengroup.com
01722 717025

Georgie is a Wiltshire girl, born in Malmesbury and having spent a brief time in the west of the county, she now calls south Wiltshire home. She worked at Salisbury Playhouse and then for the BBC as a journalist, presenting a daily news programme from the heart of Salisbury. Georgie has a true understanding of Wiltshire and the people who make up this wonderful county.



Jane Kennedy,
Publishing Director

jane.kennedy@markallengroup.com
01722 717018

Jane has lived and worked in Wiltshire for the past 20 years, joining Wiltshire Life in 2005. She lives in a small village in the south of the county, and is an integral part of her village community, being a part of everything from setting up the Covid-19 response team to fundraising for a local defibrillator.

www.wiltshirelife.co.uk



@WiltshireLife



/WiltshireLife



@wiltshirelifemag

Request your
free courtesy copy today!

Call 01722 717018

THE WORLD looked very different in 1946 when *Wiltshire Life* was born. Post-Second World War it was a kinder, more optimistic age. A Labour government was in power, and the NHS was about to be born. Despite many changes a common thread runs through the past 75 years of *Wiltshire Life*. There is an enormous pride and passion in the values and virtues of our beautiful county. Whatever the pressures and tension that lie outside Wiltshire, a feeling of security and comfort exists within the county boundaries, which the magazine has reflected throughout.

I will not be around in another 75 years' time, but I am pretty confident that the magazine will be. Rejoice and enjoy.

Mark Allen,
Editor-in-chief, *Wiltshire Life*

The magazine

Wiltshire Life is the only paid-for title covering the entire county. Primarily a subscription-based magazine, but also available on newsstand, we have an unrivalled reputation. Our subscribers have on average been with us for more than 10 years, testament to the quality of our content and features.

Produced to the very highest quality, *Wiltshire Life* takes its readers on a journey through the county, with a minimum of 68 pages of diverse content written by our dedicated team

Every issue is also published digitally for mobile, tablet and web browser, allowing the reader to easily search through thousands of articles when on the move.

Published monthly, content includes:

- Topical news, current affairs and stories from every corner of Wiltshire
- Features on local history, wildlife and nature, country living, food and drink, homes, gardens, theatre and music
- Stunning photography is at the heart of every issue of *Wiltshire Life*
- Interviews with leading county figures

Supplements

www.wiltshirelife/supplements.co.uk

Independent Schools Guide

Distributed twice-yearly with *Wiltshire Life* magazine, our A4, 32-page guide is the most comprehensive educational supplement covering Wiltshire, the south and south west.

Retirement Living and Care

Our annual guide is distributed with *Wiltshire Life* as a resource designed to provide information and guidance on how to plan and enjoy the benefits and freedom that retirement brings.

Homes & Gardens

We showcase the best of Wiltshire businesses to inspire our readers to make the best of their homes and gardens. With top advice from interior designers, landscapers, architects and builders.

Guide to the best places to eat and drink in Wiltshire

This pocket size guide allows our pubs and restaurants to showcase the best they have to offer for our readers.

Website

www.wiltshirelife.co.uk

The Website is packed with up to date news and events. The *Wiltshire Life* website can help you generate client relationships with website visitors from Wiltshire who need your services, products or advice.

e-Newsletter

The *Wiltshire Life* e-newsletter is sent out to 1.5k readers every month, and features updates from Wiltshire charities, news from the county, offers and more. The newsletter can include a Leaderboard, MPU and Advertorial to advertise your business.



What our readers say

Such fresh and inspiring content and design. The best county magazine in Britain.

David Andrews
CEO, VisitWiltshire

Such a welcome treat each month – something wonderful to look forward to. Superb editorial content.

Kate Chadwick
Chadwick PR

Thank you to all the team for an excellent county magazine

Tricia Duncan
Wiltshire National Garden Scheme

As always, you have produced another fabulous edition each page being pored over by grateful Wiltshire residents.

Sarah Rose Troughton
The Lynch House, Swindon

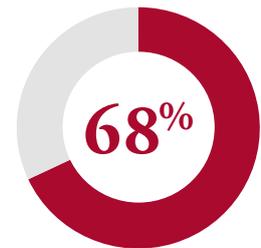
The *Wiltshire Life* reader

Our readership is firmly ABC1, they range from professionals, to business people, farmers and landowners, and the military and are great supporters of 'all things Wiltshire'. They are homeowners aged 45+ who appreciate the good things in life and have a high disposable income or capital. They trust the information they read and see in the magazine.

Wiltshire is recognised in *The SundayTimes Best Places to Live 2021*. As one of Britain's most desirable counties, we are seeing an increasing number of people moving out from London in search of 'The Wiltshire Way' a different way of life, more space and more county and country living. They will be looking for local businesses to use and support.



of readers are pre-paid subscribers



have read *Wiltshire Life* for +3 years

54 Readers average age

£52k Average household income

+10k Social Media Followers

+1.5k Newsletter subscribers

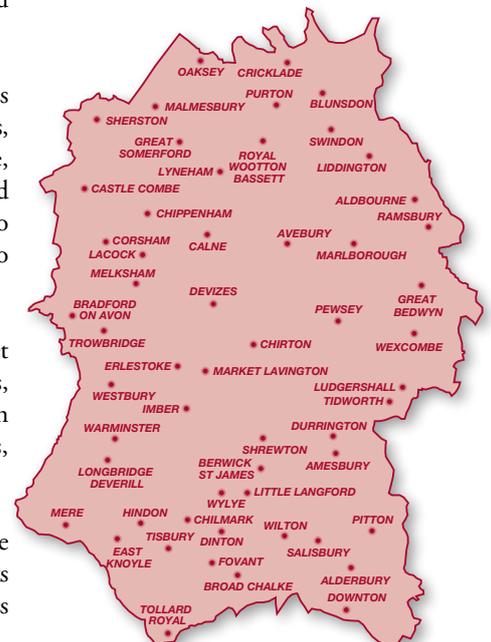
Circulation, distribution and reach

As the only magazine to cover the entire county, *Wiltshire Life* is distributed accordingly.

Wiltshire Life is sold on newsstand across the county, and the bordering counties, Oxfordshire, Hampshire, Berkshire, Dorset, Somerset, Gloucestershire, and The Cotswolds. Available in London too at WH Smith in Paddington and Waterloo stations reaching many commuters.

Available from high-profile supermarket outlets: Waitrose, Sainsbury's, Morrisons, Tesco and Co-op and also available in local newsagents, independent stores, cafes and farm shops.

Wiltshire Life possesses a high-pass on rate for many months after publication, thanks to high-quality editorial and the timelessness of some of our featured content.



What our advertisers say

An informative, entertaining and thoroughly well-produced magazine.

The Marchioness of Lansdowne, Bowood House

Wiltshire Life has definitely increased our profile as a business.

Neil Straker, Cheverell Wood

Always a pleasure to read, we're pleased to both feature, and advertise in the magazine to raise awareness for our care and fundraising in Wiltshire.

*Laura Shack
Media & Communications
Officer, Julia's House*

For more information or to request a quote contact Jane Kennedy
jane.kennedy@markallengroup.com
01722 717018

Why advertise with us

- **Local:** advertise directly to your potential customers.
- **Print vs Online:** print offers quiet, reading time with little distraction. As there are a limited number of advertisements per issue, you have a better chance of being noticed. Plus a magazine can stay on

a coffee table, in a waiting room for many months, or passed to friends, this offers your advert longevity.

- **Established and trusted reputation:** *Wiltshire Life* has a great reputation and authority. People trust what they see, and your brand will benefit as a result.

2021 production schedule

Cover date	Special supplement or feature	Booking and ad copy deadline	Publication (on sale) date
January		15.03.21	01.04.21
February	Retirement Living and Care	16.04.21	06.05.21
March	Independent Schools Guide	19.10.20	05.11.20
April		15.03.21	01.04.21
May	Homes and Gardens	16.04.21	06.05.21
June		20.07.20	06.08.20
July		14.08.20	03.09.20
August		14.09.20	01.10.20
September		20.07.20	06.08.20
October	Independent Schools Guide	14.08.20	03.09.20
November	Pub Guide	14.09.20	01.10.20
December		19.10.20	05.11.20

Magazine display advertisement and advertorial rates

Position	1 insert	3 inserts	6 inserts	12 inserts	Supplement
Outside back	£1,350	£1,200	£1,050	£900	£POA
Inside covers	£1,260	£1,120	£980	£840	£POA
Double page spread	£POA	£POA	£POA	£POA	£POA
Full-page	£1,080	£960	£840	£720	£1,006
Half-page	£630	£600	£525	£450	£639
Quarter page	£360	£320	£280	£240	£334
Pub Guide (A6 Front cover image)					£399

All rates subject to vat (unless vat exempt)

Cancellation six weeks prior to publication date

Includes the digital format magazine with hyperlinks.

Schools who book a half or full-page advert receive a complimentary enhanced editorial listing (max. 120 words) covering school focus, features and results, to appear in the two standalone supplements.

Online opportunities

www.wiltshirelife.co.uk

Slide banner

Make the biggest impact and get extra attention to your business, event or products. The banner will be linked to your website.

MPU/Spotlight

The most cost effective digital offer. We offer both static and animated opportunities. It will be linked to your website.

Position	4 weeks	6 weeks	Position	4 weeks	6 weeks
Slide banner	£100	£125	Spotlight	£50	£70

Submitting artwork

Magazine

Email a high resolution CMYK PDF to
Dan Bevan
artwork-wl@markallengroup.com
01722 717055



Online

Email a high quality JPEG or GIF to
Jane Kennedy
jane.kennedy@markallengroup.com
(Include your clickthrough URL)



Technical specifications

Magazine

Measurements are width x height

Double page spread

Type 436mm x 273mm
(Avoid placing copy within the 24mm centre gutter)
Trim 460mm x 297mm
Bleed 463mm x 303mm

Full page

Type 206mm x 273mm
Trim 230mm x 297mm
Bleed 236mm x 303mm

Half page landscape

195mm x 129mm

Half page portrait

95mm x 263mm

Quarter page

95mm x 129mm

Supplement

Measurements are width x height

Double page spread

Type 396mm x 273mm
(Avoid placing copy within the 24mm centre gutter)
Trim 420mm x 297mm
Bleed 423mm x 303mm

Full page

Type 186mm x 273mm
Trim 210mm x 297mm
Bleed 216mm x 303mm

Half page landscape

180mm x 128mm

Half page portrait

87.5mm x 259mm

Quarter page

87.5mm x 128mm

Pub Guide (A6 Front cover image)

Type: 95mm x 138mm
Trim: 105mm x 148mm
Bleed: 111mm x 154mm

Online

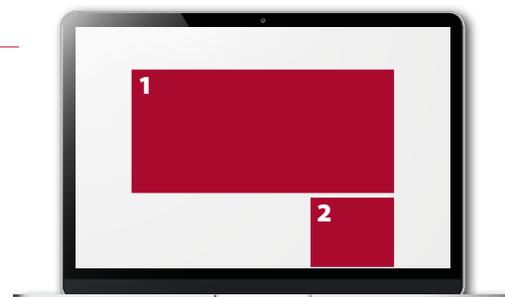
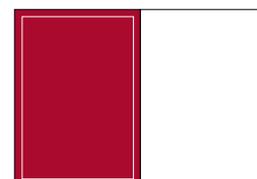
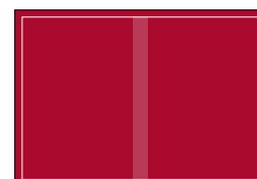
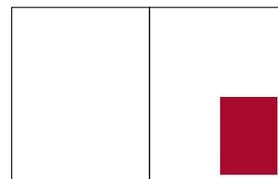
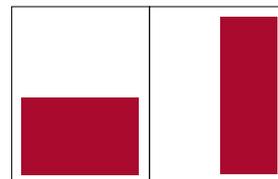
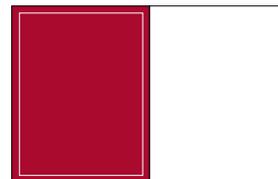
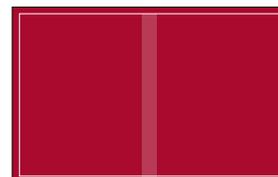
Measurements are width x height

1 Slide banner

Supplied as a static JPEG
1130px x 545px

2 MPU/Spotlight

Supplied as a static JPEG or animated GIF
300px x 250px



What our sponsors say

The Wiltshire Life Awards demonstrate the resilience, diversity and successes that take place every day in all corners of our wonderful county. Smith & Williamson are delighted to sponsor them.

Colin Elwell, partner, Smith & Williamson Investment Management LLP

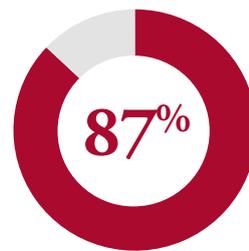
Trethowans have been in Salisbury for over 150 years so are committed to the community and are delighted to again be involved with these awards. At the moment life is tricky for us all, so this is a great moment to stand back and to celebrate those who have achieved amazing things

*Marcus Thorpe,
Partner at Trethowans*

Please contact Jane Kennedy if you are interested in sponsoring an award
jane.kennedy@markallengroup.com
01722 717018

The *Wiltshire Life* Awards

The *Wiltshire Life* awards, now in their 16th year, are about celebrating the extraordinary people in our communities who make a difference to our lives. They offer unique sponsorship opportunities in Wiltshire. Not only will you gain significant exposure through various channels afforded by *Wiltshire Life*, you will be recognised in the county for ensuring that a diverse selection of people are merited for their extraordinary feats.



of readers are engaged with the awards

The categories

The below categories are sponsored on a first come first served basis:

- **NEW** Charity of the Year
- **NEW** Green Business of the Year
- Apprentice of the Year
- Business of the Year
- Carer of the Year
- Community Group of the Year
- Conservation Project of the Year
- Independent Food/Drink Producer of the Year
- Independent Retailer of the Year, Incorporating Farm/Village Shop
- Lifetime Achievement Award
- Local Hero of the Year
- Pride of Wiltshire Award
- Pub of the Year
- Services to the Community Award
- Teacher/Coach of the Year
- The Arts, Culture & Music Award
- Young Entrepreneur of the Year
- Young Sports Personality of the Year

Benefits of sponsoring

Pre-event promotion

Print

- Your business logo and company name will appear in the awards section of every issue of *Wiltshire Life* running up to the event
- Receive a full page advert/advertorial in an issue of *Wiltshire Life* leading up to the awards
- Your logo on invitations made to the shortlisted finalists and on all guest tickets
- Regular promotion through Wiltshire magazines and local newspapers

Online

Please visit www.wiltshirelifeawards.co.uk

- Your logo presence on the landing and category pages of the website
- A 200-word company bio and live links to your website, social media platforms and any other relevant channels
- Branding on all pre-event promotion including all our awards promotional emails, and regular updates on Facebook, Instagram, Twitter and in our monthly newsletter.

On the night

- Two tickets to the black tie three-course dinner with wine, with the option to buy two further tickets at a discounted price.
- Champagne reception to welcome your category finalists.
- Host your category table.
- Present your award on stage to the finalists in your category.
- Branding on all signage and on the big screen throughout the ceremony.
- Full page advert in the 40-page souvenir programme, presented to the guests on leaving.

...Plus much more!

Please contact Jane Kennedy if you would like more information on the *Wiltshire Life* awards, a full outline of what you will receive as a sponsor and the sponsorship opportunities currently available.

jane.kennedy@markallengroup.com
01722 717018

Contributors checklist:

- Grammar and spelling
- Word count
- Editorial style
 - Numbers
 - Dates
 - Acronyms
 - Job titles
- Images
 - Good quality/high resolution
 - Photographers credits
 - Relevant image descriptions
 - Format
 - As separate files preferably in one transmission with your word document
- Submitting your article
 - Ensure your email size is under 20MB. Alternatively use: www.wetransfer.com

If you are considering submitting an article and would like more information, or you have any queries relating to submitting an article, please email Georgie Green editor-wl@markallengroup.com

Write for us

We are always pleased to consider relevant editorial content that will engage, interest and inspire our readers across the county.

We reserve the right to accept or deny any submission we receive. Submissions are reviewed based on their content, quality and relevance.

Article submission and style guide

These guidelines are for you to follow when you submit your feature.

Grammar and spelling

Whilst our editorial team, will read each article, the process requires that you proofread and apply our house style before submission.

Word count

Our word count is approximately 700 per page – subject to the amount of images used.

If you supply more words than requested, we reserve the right to cut as we see fit.

Editorial style

Our editorial team do not require many specifics, but we do strive for correctness and consistency through our house style. Please ensure the following:

- **Numbers:** Write out numbers below 10 (i.e. nine, eight, and seven) The number 10 and above should be in digits.
- **Dates:** Our style for dates is month, date, year (e.g. December 1, 2021).
- **Acronyms:** Give the full name of any acronyms the first time they are used (e.g. Automobile Association – then AA can be used).
- **Job titles:** Our company style is lower case for all job titles.

Images

Please supply images with your copy. If you cannot do this please direct us to where we can best source them.

- **Size:** Images MUST be a resolution of 300dpi or more. Images saved from websites are usually between 72-96dpi and are therefore unsuitable. Please do not crop or reduce the size of your digital photos.
- **Mobile phone images:** Please send them actual or original size.

- **Credits:** Please include image credits and licence/photographer details when you submit your draft and images.
- **Label images:** Use descriptive terms when naming your images, so editors can easily cross-reference which photo belongs to each caption.
- **Format:** Please submit images as jpegs.
- **Sending images:** Please send all images together via www.wetransfer.com or Dropbox. These services are free. On the odd occasion when this is not possible, please send as an attachment not in the body of an email.

Please ensure your photos arrive before the editorial deadline of your article.

We endeavour to make Wiltshire Life the best we can, therefore we will not publish images which do not meet our quality standards. If any supplied images cannot be used, you will be contacted in the first instance to supply alternatives, however due to time limitations, we may decide that your article needs to be replaced with another submission until we receive adequate images.

If you are not sure if any images you wish to use are of a high enough quality, please send them to the editor as soon as possible, who will be able to check. Please do not wait until the deadline date if you are unsure.

Submitting your article

We prefer your draft and images in one submission. Please be aware that we have a 20MB email limit.

You can also use www.wetransfer.com which is a free file sending service for files upto 2MB.

Files can be sent to:
editor-wl@markallengroup.com.

www.wiltshirelife.co.uk

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Mark Allen

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