

# WALES & THE BORDER COUNTIES COUNTRY & BORDER LIFE

Wales • Cheshire • Shropshire • Hereford & Glos



## THE COUNTRY MAGAZINE



# RATES & DATA

Now well established and truly as the No.1 glossy magazine for Wales and the English Border Counties, *Country & Border Life* has become the leading forum for businesses targeting the rapidly growing number of people who love, live in and dream of moving to the countryside of the Principality and her four neighbouring counties.

## CONTENT

*Country & Border Life* covers wildlife, history, walking, rural issues, food & drink, gardening, folklore, literature and more, and boasts a 30-plus page country homes and interiors section at the front of the magazine. To the rear is the trimmed, easy-to-turn-to 'what's on' guide, *Country & Border Events*, featuring a vast listing of shows, festivals, talks etc., covering everything from general interest to walking, gardening, arts & antiques, equestrian, music, theatre and dining. A separate rate card is available for this – just ask one of our sales executives.

## PUBLISHERS

*Country & Border Life* is published by the family-owned and run Welsh Border company, Border Publishing Limited. We pride ourselves on our personal touch and offer a philosophy on publishing that's quite simple: for magazine advertising to truly work, people need to read that publication avidly, not just flick through the pictures. It's for this reason we only employ national-standard journalists and creative staff to produce stunning pages and in-depth, well-researched articles designed to capture the imagination, and the reader's gaze. That way, our readers read on, month after month, giving our advertisers maximum exposure.

## CIRCULATION

At £1.50 per issue – and £15 for an annual subscription – *Country & Border Life* now enjoys an average monthly readership of 50,000. Our policy of not dumping free copies through doors avoids those junk-mail comparisons and ensures a paying readership that's far more likely to read from cover to cover and retain each copy. *Country & Border Life* is available from all major supermarket and convenience store chains, plus most independent newsagents throughout Wales and the four English Border Counties. In addition, it's on sale at numerous associated outlets, such as garden centres, tourist information points, restaurants, pet superstores and agricultural merchants.

## RATES

Double-page spread .....	£1,750
Full page .....	£895
Half page .....	£495
Quarter page .....	£325

● **Special positions:** for pricing and availability of full-page advertising on the inside front and back covers, and the outside back cover, please ask one of our sales executives

● **Classified:** for sizes and rates for classified advertisements, tel: 01691 662 709

## DISCOUNTS

Series-booking discounts of up to **Half Price** available on all advertising. An agency discount of **10%** is also offered. Please ask your sales executive for further information

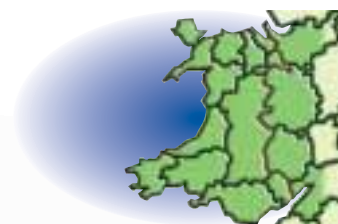
● **Inserts:** we accept printed leaflets and small brochures for insertion in *Country & Border Life*. We are also able to design and print promotional material to insert

## TECHNICAL DATA

Our creative team are able to create first-class ad designs for you, either from scratch or based on information and/or material supplied. Alternatively, if you're supplying your own artwork, either yourself or via an agency, please be aware of the following technical specifications:

PAGE & AD DIMENSIONS	Depth	Width
● Full-page bleed size .....	296mm	216mm
● Full-page trim size .....	290mm	210mm
● Full-page text size .....	267mm	192.5mm
● Half-page landscape .....	130mm	192.5mm
● Half-page portrait .....	267mm	94mm
● Quarter page .....	130mm	94mm
● Classified .....	min. 3cm	min. 1 col

**FORMATS**  
We can only accept artwork in the following formats:  
● PDF ● TIF ● JPG ● EPS  
All fonts and images should be embedded within the document, which should be 300dpi resolution and CMYK mode  
Finished artwork of up to 9Mb in size can be supplied via e-mail to: [design@borderpublishing.com](mailto:design@borderpublishing.com)  
Files larger than 9Mb should be copied to CD and sent to our postal address



- Wales
- Cheshire
- Shropshire
- Herefordshire
- Gloucestershire



crossing borders • reaching new customers

## testimonials



“ Here at Kenton Jones we have received a considerable number of high-value contracts from our monthly advert within *Country & Border Life*. Many magazines have come and gone but not many hit the right market in the way *Country & Border Life* does. ”

*Roger Parsons, Sales Manager,  
Kenton Jones Kitchens*

“ As leading property consultants in the area, Savills have seen the geographic area we cover rapidly increase into Wales and the Border Counties. As well as the core estate agency skills, the key to successfully promoting high-value properties in these areas is quality advertising and editorial. During the last three years, Savills have developed a successful campaign of regional advertising in *Country & Border Life* which has resulted in quantifiable and quality leads to complement both our national and local advertising, PR coverage and network of web-based media. ”

*RA Morris-Eyton, Director, Savills*

“ My company have been advertising within *Country & Border Life* for some time now with a full page on a monthly basis. I find that the magazine reaches our target market – and being a quality publication it also reflects the image we endeavour to portray at the Prince Rupert Hotel. Indeed, I have been so pleased with the performance of our advertising that I have agreed to extend our relationship for a further 12 months and beyond. The general service and assistance with design is excellent. ”

*Michael Matthews, Managing Director,  
Prince Rupert Hotel*

## CONTACT INFORMATION

Border Publishing Limited, Salop House, Salop Road, Oswestry SY11 2NS  
Telephone: 01691 662 709 • Facsimile: 01691 679 889  
E-mail: [advertising@borderpublishing.com](mailto:advertising@borderpublishing.com) • Web: [www.cbl.org](http://www.cbl.org)

*Country & Border Life – a title from*

**BORDER**  
publishing