

# LAKES & CUMBRIA TODAY



**280+**  
PAGES OF  
EVERYTHING  
LAKES &  
CUMBRIA

## Issue 33

“ We took it with us everywhere, it’s priceless. I would go as far as to say it’s the tourists ‘bible’ for the Lakes and Cumbria. **MB, Lancashire** ”

## Issue 32

“ I’ve been coming to the Lakes for years and always buy a copy of your guide. As well as being full of interesting information it’s written in a fun way which always brings a smile, even on a rainy day. **DB, Newcastle** ”

A magazine by **offstone™** publishing

Unit 1, Bearl Farm, Stocksfield,  
Northumberland, NE43 7AL

Telephone: 01661 844115  
email: sales@offstonepublishing.co.uk

Twitter: @lakesandcumbria

Facebook: /lakesandcumbriatoday

# LAKES & CUMBRIA TODAY

## About us

Lakes and Cumbria Today provides visitors with a readily available source of enjoyable, well written, regionally structured and attractively presented 'long life' information in one guide - and still only an amazing £2.95. Now in our 17th year, we have sold over 400,000 copies since our first issue!

## Distribution

Over 20,000\* copies per year are purchased and an additional 3,000 bedroom browser copies are also distributed. The guide is available at over 500 outlets in the region as well as all major service stations on the M6 and A1(M). It is also available at tourist information centres and Cumbria's main tourist attractions.

## Online at

[www.lakesandcumbriatoday.co.uk](http://www.lakesandcumbriatoday.co.uk)

Along with your advertisement we'll provide a free link from our website to yours. Our new website will provide readers with lots of information about the Lakes and is an ideal opportunity to open another door to your business, so don't miss out!



## Our Team

We will be delighted to receive your news, pictures and latest press releases.

**Editorial:** Jane Pikett

Email: [editor@lakesandcumbriatoday.co.uk](mailto:editor@lakesandcumbriatoday.co.uk)

**Advertising:** Paul Bramley

Tel: 01661 844 115 | Mobile: 07976471245

Email: [paul@offstonepublishing.co.uk](mailto:paul@offstonepublishing.co.uk)

 @lakesandcumbria

## Why advertise in Lakes & Cumbria Today?

- The chance to reach a huge amount of visitors to the region who may not know about your business/attraction
- Excellent value rates and flexible approach
- With a circulation of 20,000\* copies per year our advertising cost per reader offers fantastic value.

\*Average annual sale over the past 3 years

## When

- Lakes & Cumbria Today is published twice a year, summer/autumn May 2017
- Winter/Spring November 2017
- 20% discount for advertisers taking 2 editions.

# LAKES & CUMBRIA TODAY

offstone™  
PUBLISHING

Unit 1, Bearl Farm, Stocksfield, Northumberland, NE43 7AL  
Telephone: 01661 844115 email: sales@offstonepublishing.co.uk  
@lakesandcumbria

## MEDIA INFO

### MEDIA TECHNICAL INFORMATION

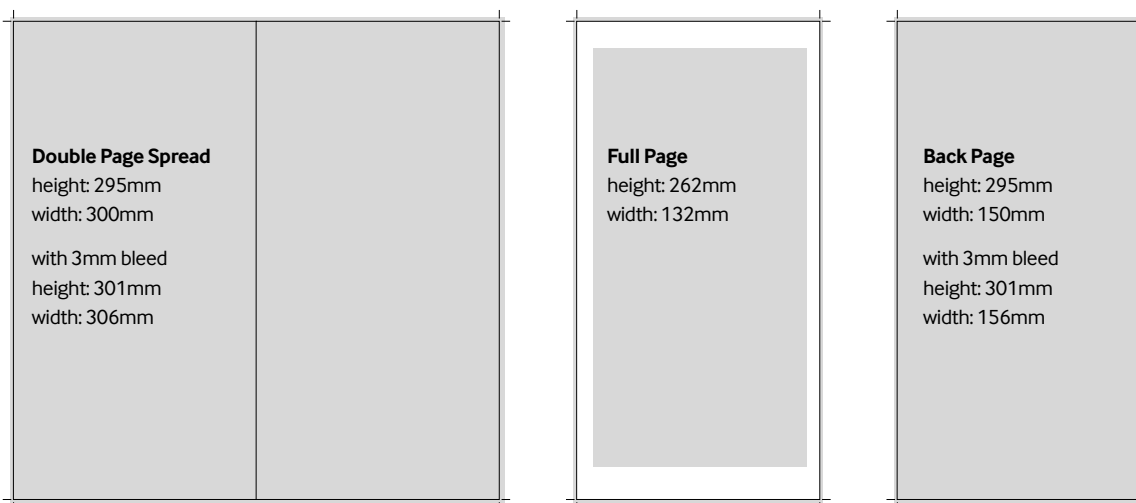
This publication, trimmed and folded is 295x150 (portrait) size. Printed on 80gsm gloss text pages and 250gsm gloss cover full CMYK.

If supplying advertisements please ensure that they are created to the correct size with **NO CROP OR REGISTRATION MARKS**. All artwork needs to be produced to 300dpi minimum CMYK (4 colour process). Bitmap images (1 col scans) needs to be at 2400dpi.

Please supply all adverts as Hi-resolution PDF files. No other formats will be accepted.

### IN HOUSE SETTING

We offer a free in house setting service. If you wish to have your advert produced by us we can set and send you a proof for your approval at no extra charge. Text can be supplied as MS Word and Text Only files. Images can be sent via email and need to be high resolution and be a minimum of 300dpi at 100% of the reproduction size. Alternatively, images can be supplied as hard copies so we can scan internally.



### OTHER ADVERT SIZES

1. 1/2 Page Portrait: height 262mm, width 64mm
2. 1/2 Page Landscape: height 129mm, width 132mm
3. 1/3 Page Landscape: height 85mm, width 132mm
4. 1/4 Page Portrait: height 129mm, width 64mm
5. 1/4 Page Landscape: height 63mm, width 132mm
6. 1/6 Page Portrait height 85mm, width 63mm
7. 1/8 Page Portrait height 63mm, width 64mm

### ADVERTISING RATES (per edition)

Double Page Spread	£2,200
Back Page	£1,500
Full Page	£1,300
1/2 page	£725
1/3 page	£520
1/4 page	£375
1/6 page	£275
1/8 page	£195

### ACCOMMODATION GUIDE

5x1 Display Box £80 (£16 SCC)  
including pic and approx 20 words.  
Lineage £4 per line, minimum of 4 lines.

### SPONSORSHIP

Sponsorship details on request, we also have a selection of 'partners packages' available.

Book both issues and receive 20% discount.  
Premium positions available on request and subject to availability.  
Bleed is available on back page and double page advertisements.

**LAKES & CUMBRIA TODAY**

IS PUBLISHED **TWICE A YEAR**  
SUMMER/AUTUMN **APRIL 2017**  
WINTER/SPRING **OCTOBER 2017**

**20% DISCOUNT FOR ADVERTISERS  
TAKING 2 EDITIONS**