

Orbit News Ltd

# media pack | 2017



[warrington-worldwide.co.uk](http://warrington-worldwide.co.uk) • [lymmlife.co.uk](http://lymmlife.co.uk)  
[village-life.co.uk](http://village-life.co.uk) • [culchethlife.com](http://culchethlife.com) • [frodshamlife.co.uk](http://frodshamlife.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

# 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 in traditional hard copy and online.



## 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.

## Readership

- Warrington Worldwide: 90,000 readers monthly, print and online.

## Coverage

- Warrington-Worldwide - WA1 • WA2 • WA3 • WA4 • WA5 • WA13 • WA16

## Online Advertising Costs

Connect with thousands of potential customers via our online presence on [warrington-worldwide.co.uk](http://warrington-worldwide.co.uk) and our social media platforms.

Large Static Home Page Banner (310px x 195px)	<b>£200 per month + VAT</b>
Small Static Home Page Banner (310px x 75px)	<b>£100 per month + VAT</b>
Small Rotating Home Page Banner (145px x 145px)	<b>£50 per month + VAT</b>
Back Linked Article	<b>£100 + VAT</b>

# Advertising Rates - Warrington Worldwide

*All prices subject to VAT*

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

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

*All prices subject to VAT*

## Pink Pages

<b>Eighth Page (landscape only)</b>	Per 3 month booking	<b>£225</b>
<b>Quarter Page (portrait only)</b>	Per 3 month booking	<b>£375</b>
<b>Half Page (portrait or landscape)</b>	Per 3 month booking	<b>£750</b>

## Premium Ads:

Back Page, Right Hand Any page or position specifically requested = **Ratecard +20%**

Does not include earpiece

Does not include front page ads as they cannot be guaranteed position.

# 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 - Warrington Worldwide	55mm D x 35mm W
Earpiece Ad - Warrington Worldwide	47mm D x 35mm W
Front Page Ad - Life Magazines	45mm D x 40mm W
Earpiece Ad - Life Magazines	45mm D x 40mm 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](mailto:artwork@warrington-worldwide.co.uk)  
or post to: Artwork Dept, Orbit News, New Media Centre, Old Road,  
Warrington, WA4 1AT**

# Advertising Deadlines / Publishing 2017

ISSUE	Lymm Life		Warrington / Lifestyle		Village Life / Culcheth Life		Frodsham Life	
	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED
March	Jan 31	Feb 9	Feb 7	Feb 16	Feb 14	Feb 23	Feb 21	March 2
April	Feb 28	March 9	March 7 LS	March 16	March 14	March 23	March 21	March 30
May	March 28	April 6	April 4	April 13	April 11	April 20	April 18	April 27
June	May 2	May 11	May 9 LS	May 18	May 16	May 25	May 23	June 1
July	May 30	June 15	June 6	June 15	June 13	June 22	June 20	June 29
August	July 4	July 13	July 11 LS	July 20	July 18	July 27	July 25	August 3
September	Aug 1	Aug 10	Aug 8	Aug 17	Aug 15	Aug 24	Aug 22	Aug 31
October	Aug 29	Sept 7	Sept 5 LS	Sept 14	Sept 12	Sept 21	Sept 19	Sept 28
November	Sept 26	Oct 5	Oct 3	Oct 12	Oct 10	Oct 19	Oct 17	Oct 26
December	Nov 7	Nov 16	Nov 14 LS	Nov 23	Nov 21	Nov 30	Nov 28	Dec 7
January 2018	Nov 28	Dec 14	Nov 28	End Dec 17	Nov 28	End Dec 17	Nov 28	End Dec 17
February 2018	January 2	Jan 11	Jan 9 LS	Jan 18	Jan 16	Jan 25	Jan 23	Feb 1
March 2018	January 30	Feb 8	Feb 6	Feb 15	Feb 13	Feb 22	Feb 20	March 1

• **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

# 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

- 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: 45,000 readers monthly, print and online.

### Coverage

- Lymm Life - WA13 / WA16
- Frodsham Life - Frodsham - Helsby - Kingsley - Norley and surrounding areas
- Culcheth Life - WA3 - Culcheth - Croft - Glazebury - Glazebrook - Winwick
- Village Life - WA4 - Stockton Heath - Appleton - Grappenhall - Thelwall - Stretton

# Advertising Rates - Life Magazines

*All prices subject to VAT*

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

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

*All prices subject to VAT*

## Pink Pages

<b>Eighth Page (landscape only)</b>	Per 3 month booking	<b>£180</b>
<b>Quarter Page (portrait only)</b>	Per 3 month booking	<b>£300</b>
<b>Half Page (portrait or landscape)</b>	Per 3 month booking	<b>£600</b>

## Premium Ads:

Back Page, Right Hand Any page or position specifically requested = **Ratecard +20%**

Does not include earpiece

Does not include front page ads as they cannot be guaranteed position.

# lifestyle

magazine

Launched in April 2014 Lifestyle magazine is a bi-monthly A5 publication covering Warrington and surrounding areas.

It is freely available at various outlets including local leisure centres and contains various features on health and wellbeing, recipes, motoring and much more.

It is also available to download online and promoted on various social media platforms.



## Advertising Rates (cost per run) subject to VAT

Size	1 Issue	3 Issues	6 Issues
Eighth Page	£35	£90	£150
Quarter Page	£40	£105	£180
Half Page	£65	£165	£270
Full Page	£100	£270	£480
Double Page Spread	£170	£450	£810
Centre Spread	£220	£585	£1050
Back Page	£170	£450	£780
Front Page Box Ad	£150	£375	£600

## Mechanical Data

Size	Dimensions	Bleed
Eighth Pages	67mm W x 45mm D	None
Quarter Page	67mm W x 94mm D	None
Half Page Landscape	138mm W x 94mm D	None
Half Page Portrait	67mm W x 192mm D	None
Full Page	148.5mm W x 210mm D	3mm all round
Double Page / Centre Spread	297mm W x 210mm D	3mm all round
Front Page Box Ad	128mm W x 30mm D	None

### Supplied Artwork:

CMYK

300dpi Hi Res .pdf or .jpg Actual Size

All fonts outlined and images embedded