

COUNTRY LIFE[®]
INTERNATIONAL

2011



For readers of Country Life International, buying a second home is so much more than a straight forward property investment. It's not about turning around a quick profit but about embracing a new culture and lifestyle in a different country. Despite the challenging economic climate of the past 12 months, the dream of owning a home in the sun or snow has still come alive for many; we anticipate that 2010 will make this a reality for many more.

Arabella Youens,
Editor COUNTRY LIFE INTERNATIONAL

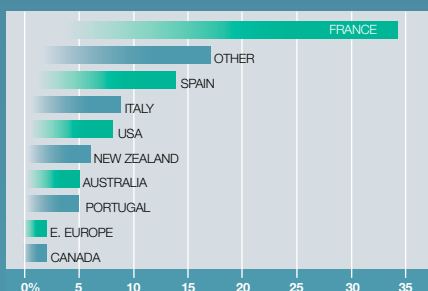
Readership Profile

- Circulation: 36,836* (bagged with main issue of COUNTRY LIFE)
- Additional 12,000 copies distributed to High Net Worth Individuals
- Readership: 227,000**
- Readership profile is 64% ABC1**
- Average household income is £126,000 pa***

* (ABC Jan - Dec '09) ** (NRS Jan - Dec '09)

*** (Resilient Rich survey, July '09)

Countries readers are planning to buy in...



COUNTRY LIFE INTERNATIONAL is your indispensable guide to the world's most beautiful homes and holiday destinations.



International Property Market

- Our readers are serious property buyers- 51% intend to buy an international property in three years or less.*
- The economic downturn has not hit our readers as hard - 27% say it has not influenced their decision to buy.*
- Our readers have big property budgets- the average intended spend on an overseas property is £546,233.*
- Getting finance is not an issue- 43% will fund their purchase with cash.*

* Source: Country Life International Reader Survey 2009

65% count property as part of their investment portfolio - and more than half feel it's a good time to invest in property*

*Resilient Rich survey, July '09

Global Distribution

- Additional 12,000 copies
- Over 30 pages of dedicated International editorial

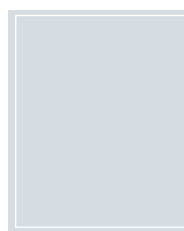
	FAR EAST /ASIA	EUROPE	AMERICAS	MIDDLE EAST	AFRICA
BESPOKE		5* Cannes Hotels Cannes Film Festival MIPIM Monaco Grand Prix La Dolce Vita Show		5* Dubai Hotels Dubai Golf Courses	Marrakesh Hotels
1ST/PREMIUM LOUNGES	Hong Kong Bombay Calcutta Delhi Tokyo Singapore Sydney	Eurostar Brussels Moscow Paris Geneva St Petersburg London	Antigua New York Los Angeles Barbados Washington DC Miami Montreal	Abu Dhabi Bahrain Dubai Istanbul Muscat	Cape Town Johannesburg Kampala Lagos Mauritius Nairobi Morocco
AIRLINES	Singapore Airlines Cathay Pacific	Cannes Mandelieu Airport Uk Regional airports Private Jets Air France	American Airlines	Emirates Airline	

* Distribution will be subject to changes by issue

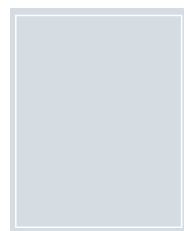
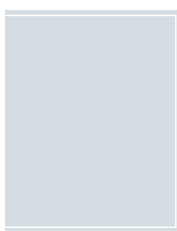
Combining the style and editorial excellence of the COUNTRY LIFE brand with a unique distribution makes COUNTRY LIFE INTERNATIONAL the most exciting and cost effective way to reach an exclusive and affluent audience.



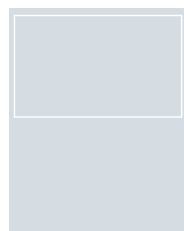
Advertising Formats / Mechanical Data (All measurements in mm)



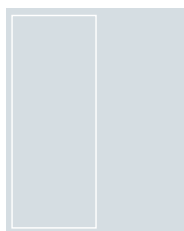
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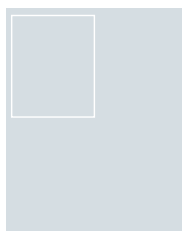
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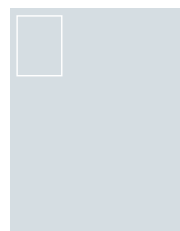
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HALF PAGE VERTICAL
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QUARTER PAGE
type area: 131 x 99



NINTH PAGE
type area: 87x70

Property Rates

DPS	Full Page	Half Page	Qtr Page	Coversites
£4700	£2350	£1495	£895	£2950

All prices exclude VAT

Issue Dates and Deadlines

Issue 2011	Booking Deadline
March 2nd	February 7th
May 11th	April 13th
October 26th	September 28th

Any production queries to be directed to stephen_turner@ipcmedia.com
 Tel: +44 (0)20 3148 4193

Contacts

Property/Website Advertising

Louise Matthews

louise_matthews@ipcmedia.com

Tel: +44 (0)203 3148 4210

Gayle Stevenson

gayle_stevenson@ipcmedia.com

Tel: +44 (0)203 3148 4209

Display Advertising

Hannah Whetren

hannah_whetren@ipcmedia.com

Tel: +44 (0)20 3148 4218

Classified Advertising

Tel: +44 (0)20 3148 2543

Editorial

countrylifeint@ipcmedia.com

COUNTRY LIFE
INTERNATIONAL



COUNTRYLIFE.CO.UK

The home of *premium* property

Launched in 1999 as the on-line complement to Britain's iconic country and property magazine Country Life, www.countrylife.co.uk is the home of premium property.

As a property portal www.countrylife.co.uk provides a unique environment aimed at those searching for property valued in excess of £300,000.

By aiming content solely at UK and International premium buyers we ensure the site delivers a high net worth audience of property hunters in an online environment they trust. As well as the very best properties from the very best agents, www.countrylife.co.uk has editorial from our top property correspondents.

Since the site re-launched in 2007 our unique visitors have increased five fold to almost 250,000, generating over 1.6 million page impressions every month.

Advertising Opportunities

PORTAL FEED: Upload all your premium properties to our property search as a feed.

Price includes reports on request, logos, weblink to your site, e-mail response, property details as supplied via your feed.

RATE: **£120 per office per month**, minimum six month contract.

PORTAL MANUAL UPLOAD: If you do not have an automatic feed set up we can provide a manual upload to include all the features listed above.

RATE: **£150 for maximum 50 properties per office per month.**

SINGLE PROPERTY UPLOAD: Available for estate agents only. One property will appear in our property search for one month, includes all pictures, text, agent logo, weblink, e-mail response.

RATE: **£120 per property per month.**

PROPERTIES OF THE WEEK: this enhancement allows you to highlight your best properties in our prominent Properties Of The Week feature. Limited to 10 properties every week, this feature is subject to availability.

RATE: **£50 per property per week**

e-newsletter sponsorship: banner at the top of the weekly e-newsletter delivered straight to the in-boxes of our keenest property hunters.

RATE: **£250 per delivery**

Banners:	£15 cpm
Skys:	£18 cpm
MPU:	£20 cpm

Minimum recommended campaign is 200,000 page impressions. All prices are subject to VAT.

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FOR FURTHER INFORMATION PLEASE CONTACT:

Gayle Stevenson gayle_stevenson@ipcmedia.com Tel: +44 (0)20 3148 4209 | **Louise Matthews** louise_matthews@ipcmedia.com Tel: +44 (0)20 3148 4210

COUNTRY LIFE INTERNATIONAL, IPC MEDIA, BLUE FIN BUILDING, 110 SOUTHWARK STREET, LONDON, SE1 0SU