

# COUNTRY LIFE<sup>®</sup>

PROPERTY MEDIA PACK



THE HOME OF PREMIUM PROPERTY



Country Life is Britain's most iconic magazine. Between the covers you will find vibrant articles: interviews with the people who matter, houses and gardens of distinction and forthright opinions on countryside issues, all delivered using the very best writing and striking photography. Our readers are high-earning, stylish and discerning. I hope you enjoy the enclosed information and will share my passion for Country Life, the essential weekly glossy magazine.

Mark Hedges, Country Life Editor

Country Life is sold in over 60 countries and read by over 215,000 people every week.

- **36,836 copies sold every week** (ABC Jan - Dec 09)
- **215,000 readers every week** (NRS Jul 08 - Jun 09)

Country Life's readers are affluent, qualified buyers and investors:

- **Average household income is more than £126,000 pa\***
- **32% of readers own 2 or more properties\***
- **65% count property as part of their investment portfolio - and more than half feel it's a good time to invest in property\***
- **56% plan to fund their next purchase with cash\*\***
- **75% of readers own their main home outright\*\***

\* Resilient Rich survey, July 2009 \*\* Reader Survey, 2007



# COUNTRY LIFE – SPECIALS 2010

Jan 06	
Jan 13	
Jan 20	<b>Winter Gardens</b>
Jan 27	
Feb 03	
Feb 10	<b>Investment/Finance</b>
Feb 17	
Feb 24	
Mar 03	<b>Fine Arts</b>
Mar 10	
Mar 17	<b>Spring Gardens</b>
Mar 24	<b>Interior Design</b>
Mar 31	
Apr 07	<b>Guernsey Property Feature National Trust</b>
Apr 14	<b>Smaller Country Houses</b>
Apr 21	<b>East Anglia</b>
Apr 28	<b>Cotswolds</b>
May 05	
May 12	
May 19	<b>Summer Gardens</b>
May 26	<b>West Country</b>
Jun 02	<b>Collectors' Issue</b>
Jun 09	
Jun 16	<b>Coastal</b>
Jun 23	<b>France</b>
Jun 30	

Jul 07	<b>South Downs</b>
Jul 14	<b>Architecture Jersey Property Feature</b>
Jul 21	<b>Game Fair</b>
Jul 28	
Aug 04	
Aug 11	<b>Scotland</b>
Aug 18	
Aug 25	
Sep 01	<b>Countryside</b>
Sep 08	<b>Autumn Gardens</b>
Sep 15	<b>Smaller Country Houses</b>
Sep 22	<b>Cotswolds</b>
Sep 29	
Oct 06	<b>London</b>
Oct 13	
Oct 20	<b>Interior Design</b>
Oct 27	
Nov 03	<b>Sporting/Country Sport</b>
Nov 10	
Nov 17	<b>Restoration/Architecture</b>
Nov 24	<b>Christmas, Food</b>
Dec 01	
Dec 08	
Dec 15 22	<b>Travel</b>
Dec 29	

## Country Life International

Mar 03 | May 12 | Oct 27

## School Life

Apr 14 | Sep 15



## ADVERTISING RATES

EFFECTIVE FROM JANUARY 1ST 2010. ALL RATES SUBJECT TO VAT

size	1+	3+	6+	13+	26+	51+
whole	£3592	£3434	£3383	£3206	£3004	£2848
half	£1970	£1914	£1874	£1787	£1691	£1585
quarter	£1105	£1066	£1050	£999	£939	£883
eighth	£598	£591	£580	£555	£525	£489
ninth	£325*		£290*	£255*		

\*Available in The Property Collection feature, published in the first issue of each month.

## ADVERTISING FORMATS/ MECHANICAL DATA

ALL MEASUREMENTS IN MM



**DPS**  
type area: 268 x 433  
bleed size: 306 x 466  
trim: 300 x 460



**PAGE**  
type area: 268 x 203  
bleed size: 306 x 236  
trim: 300 x 230



**HALF PAGE HORIZONTAL**  
type area: 132 x 203  
bleed size: 155 x 236  
trim: 149 x 230



**HALF PAGE VERTICAL**  
type area: 268 x 98  
bleed size: 306 x 119  
trim: 300 x 113



**QUARTER PAGE**  
type area: 132 x 98



**EIGHTH PAGE**  
type area: 64 x 98

**\*NINTH PAGE**  
type area: 86 x 70  
The Property Collection. Published the first Wednesday of every month

# COUNTRY LIFE

FOR FURTHER INFORMATION PLEASE CONTACT THE PROPERTY TEAM ON 020 3148 4201 EMAIL - tara\_parsons@ipcmedia.com

# COUNTRY LIFE

## THE IDEAL MARKETPLACE FOR PREMIUM PROPERTY

☞ We advertised a large house at Treyarnon Bay near Padstow with (COUNTRY LIFE) on 24th June 2009. A sale was agreed five or six days later with the sale completing in August ☞.

**Sarah Lillicrap, Lillicrap Chilcott**

☞ (Trevose House) launched in COUNTRY LIFE on 6th May 2009 at a guide price of £3.5m and it exchanged on Friday 29th May. In the 48 hours after the launch in COUNTRY LIFE they had over 40 phone calls enquiring about it ☞.

**Lucy Kippax, Savills**

☞ Venn House, which we launched in October 2008 at a guide price of £1.1million - after 20 viewings and a fantastic response from the COUNTRY LIFE advert on 22nd October it sold to a buyer who rang up having seen it in COUNTRY LIFE ☞.

**Kate Oliver, Strutt & Parker**

☞ Knight Frank are strong advocates of Country Life, as we believe in the reach it has with our core target audience of wealthy individuals looking to buy property. Our most recent marketing saw four properties advertised in early April 2009, which resulted in all of the properties receiving good levels of interest, most significantly it also led to one of the properties being sold within two weeks of publication ☞.

**Edward Rook, Knight Frank**

☞ COUNTRY LIFE INTERNATIONAL delivered quality leads for me. One of the clients I got from my advert was a serious buyer and another moved on to something a little more with me – a £13m house in Capri ☞.

**Raphael T. Harris, Jr., World Real Estate Immobiliare, Italy**

☞ As a national firm of chartered surveyors COUNTRY LIFE was the obvious choice when considering where to market a small Cotswold estate. We knew we had made the right choice in choosing COUNTRY LIFE when the first enquiries came through within hours of publication which translated to viewings and competitive bidding culminating in a sale being agreed above the guide price. Enquiries were received from all corners of the UK and abroad. Furthermore our presence in COUNTRY LIFE has generated a surge of interest in Smiths Gore from both vendors and cash buyers and the cost of the advertisement covered handsomely by an increase in appraisals of prime country property ☞.

**Robert Pritchard, Smiths Gore (March 2009)**

CONTACT THE PROPERTY TEAM:

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