etcetera©

LIFESTYLE MAGAZINE

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Etcetera Lifestyle Magazine is an established A5, glossy FULL COLOUR, MONTHLY magazine and has been distributed locally now for approximately 18 years.

It provides an economical forum to meet with your advertising needs, being distributed free to approximately 23,000 households and businesses within the Tees Valley. We cover 23,000 homes by a controlled circulation. Our current distribution area encompasses well-populated affluent areas, getting your business message to the right people.

CAPTURE THE MARKET OF INGLEBY BARWICK, YARM, EAGLESCLIFFE, EGGLESCLIFFE, KIRKLEVINGTON, STAINTON, THORNTON, HILTON, HIGH WORSALL, WYNYARD, HUTTON RUDBY, HARTBURN, THORNABY AND MALTBY.

PROMOTE YOUR BUSINESS WHERE IT COUNTS!

Publication size: 149.5mm x 210mm deep

Published Monthly: 1st Wednesday of each month
Billingham Press print at least 12,000 copies every month.

Prices: All prices are subject to VAT at 20%.

Copy Deadline is 15 days prior to publication date.

advertising rates

Front Cover	£395		
Back Cover	£325		
Inside Back/Front Cover	£265		
Page 3 or 5	£265		
Full Page	£230 x1	£215 x4	£180 x12
	(per month invoiced monthly)		
Half Page	£150 x1	£125 x4	£100 x12
Quarter Page	£79 x1	£69 x4	£55 x12
Eighth Page	£49 x1	£39 x4	£29 x12
Sixteenth Page (Blackboard section only)	£25 x1	£20 x4	£15 x12
webhunter	Webhunter £5 per month Webhunter with Webpage £100 per year.		

Prices + vat and invoiced monthly.

Copy can be forwarded via email or fax.
Adverts can be designed FREE by our in-house team, at no extra cost, with colour proofs being submitted for approval. Should you wish to supply your own artwork, please see artwork specification below:

artwork specification

FRONT PAGE ad ¾ page	148.5mm x 148mm (add 5mm bleed to bottom and right sides only)
FRONT PAGE ad full page	148.5mm x 210mm
BACK PAGE	148.5mm x 210mm
FULL PAGE AD	134.5mm x 193mm (with white border)
FULL PAGE AD	148.5mm x 210mm (edge to edge, add 3mm bleed)
DOUBLE PAGE SPREAD	283mm x 193mm (with white border)
	297mm x 210mm (edge to edge, add 3mm bleed)
1/2 PAGE AD	134.5mm x 95mm (landscape)
	65.75mm x 193mm (portrait)
1/4 PAGE AD	65.75mm x 95mm (portrait)
	134.5mm x 46mm (landscape)
1/8 PAGE AD	65.75mm x 46mm

(Images/artwork at 300dpi) - Finished artwork can be submitted as a high resolution PDF on CD or emailed to the email address above. Alternatively artwork should be in QuarkXpress, collect for output including fonts. Photoshop or Freehand. Images should be provided as EPS or Tiff files.