

# The Dorset Magazine Dorset Life

Helping you promote your business to a loyal audience across Dorset







*Dorset Life* is published on the last Thursday of the month preceeding the cover-dated month. The advertising copy deadline is four weeks before publication; invoices become payable 30 days after publication.

### History

*Dorset Life: The Dorset Magazine* was founded as *Dorset County Magazine* in 1968. In 1992 it merged with *Dorset Life* to form one magazine which has become an institution within Dorset and a central part of the life of the county.

### Editorial policy

The editorial content of the magazine is confined to topics of specific Dorset interest. At least 50% of the space in each issue of the magazine is devoted to editorial and *Dorset Life* is renowned for its high-quality photography.

### Readership

All surveys record a very high level of reader appreciation. The readership is remarkably loyal, with some 80% of the magazines going to the same people each month.

### Social grouping

*Dorset Life* reaches right across the social groupings. The only characteristic the readers have in common is an interest in all things connected with Dorset. However, there is a slight bias towards the A/B groups; of the *Dorset Life* readers who regularly read a daily

newspaper, 40% read the Daily Telegraph, 24% the Daily Mail, 17% The Times, and 8% the Express.

### Geography

The readership within Dorset is distributed roughly in line with the population distribution of the county. Of the postal subscribers, about 1200 live within Dorset.

### Age and sex

*Dorset Life* tends to attract an older, settled readership, with the majority aged over 50\*. 56% of our readers are female; 44% are male. \*80% of the country's wealth is owned by the over-45s (source: The Times).

### Quality and longevity

*Dorset Life* is printed on very high quality paper, which is not easily damaged. Consequently, *Dorset Life* is not thrown away, but is passed from friend to friend before coming to rest in waiting rooms, lounges etc. Each copy of *Dorset Life* is read by on average seven people.

(The statistical information given above is taken from readership surveys carried out by or on behalf of *Dorset Life – The Dorset Magazine*. Please enquire if you would like further details).

Sizes

Advertisement sizes	(HxW)
Double-page spread (bleed* <sup>1</sup> )	303x426mm
Double-page spread	268x393mm
Full page (bleed* <sup>1</sup> )	303x216mm
Full page image area	268x183mm
Half page landscape	132x183mm
<i>Half page vertical</i> * <sup>2</sup>	<i>268x89mm</i>
Quarter page vertical	132x89mm
<i>Quarter page landscape</i> * <sup>2</sup>	<i>65x183mm</i>
Eighth page landscape	65x89mm
Sixteenth page vertical	65x44mm

\*<sup>1</sup> Bleed is 3mm outside the full page/dps size;

\*<sup>2</sup> Less common aspect ratios italicised

\*<sup>3</sup> Vat at the prevailing rate should be added to these prices. There are no hidden extras and normally no charge is made for design or artwork

\*<sup>4</sup> Book a series of six advertisements and get a free listing on our online Dorset business directory at [www.dorsetlife.co.uk](http://www.dorsetlife.co.uk)

Prices

Display prices * <sup>3</sup> (£) per insertion * <sup>4</sup>				
No of insertions	1	3	6	12
Double-page spread	1750	By negotiation		
Full page <sup>excl special positions</sup>	975	875	825	775
Half page	550	500	470	440
Quarter page	295	265	250	235
Eighth page	160	145	135	125
Sixteenth page	90	80	75	70

Special positions (£/full page only)

Outside back cover	1200
Inside front cover	1050
Inside back cover	1050

Directory prices (£) per series

No of insertions	3	6	12
2.5cm single column	115	215	340
5.0cm single column	235	405	620

Eating out in dorset (£) per series

No of insertions	3	6	12
20 words plus contact details	85	145	270

Half page

Eighth page

Quarter page

Sixteenth page





Don't just take our word for it, here's what a few of our satisfied advertisers think:

'I enjoy advertising in *Dorset Life* as it is the quality magazine reaching my key customers with in the Dorset area. The team at *Dorset Life* are always friendly, helpful and fantastic at producing excellent artwork from which I receive a good response.'

**Sarah Palmer, EB Marsh & Son Ltd**

'We have been an advertiser with *Dorset Life* for a great number of years as we feel that it reaches our target audience. A quality publication that is focused upon good articles and strong local images which, along with it being a paid for magazine helps reassure us that this magazine gets read and looked at. I feel that this combination of features fits well with our marketing and would have no hesitation in recommending this publication.'

**Charlie Rodgers, Sales Director Dunkley Tiles**

'We have now been advertising for several years in the *Dorset Life* magazine and have always found the service and quality of the magazine second to none. The features in the magazine are interesting and informative and really hold the reader's attention throughout, complete with some stunning photography. We would have no hesitation to recommend any business to advertise in *Dorset Life* magazine.'

**Glyn Bagley, Wimborne builder**

'We have regularly advertised in *Dorset Life* for many a year now and have found their small and friendly team to be most supportive in the planning and design of our advertisements, which enable us to reach a fair percentage of our target market right across the county.'

**Robin Hasler, Proprietor of Alexandra Care**

## The Dorset Magazine DorsetLife

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

If your business is based in East Dorset and the conurbation, please contact our Business Development Manager, Julie Cullen, at [julie@dorsetlife.co.uk](mailto:julie@dorsetlife.co.uk) or call her on 01258 459090.

For businesses elsewhere, contact our Advertisement Director, Dave Silk, at [dave@dorsetlife.co.uk](mailto:dave@dorsetlife.co.uk) or call him on 01305 836440.