

Welcome
to Yorkshire
yorkshire.com

Welcome to Yorkshire Magazine 2010

Media Pack



Welcome to Yorkshire Magazine 2010

An independently written celebration of **all that is great about Yorkshire**. It appeals to a **diverse range of people** with one thing in common; they love the **qualities** and **values associated** with **world-class destinations**. The magazine provides credible and engaging content written by highly acclaimed writers coupled with inspiring photography and design. It is the official destination publication for the entire Yorkshire region and is the fulfilment piece to a multi-million pound marketing campaign.

This is Y you should get involved.

Boasting a **diverse readership**, aimed at affluent couples aged 25+ based mainly in London, the South East, the Midlands and our 2 hour drive time audience of Yorkshire and in region.

Active, confident
cosmopolitans*

Self reliant
traditionalists*

Independently
minded discoverers*

*Ark Leisure Segments - if you would like further information on the segments WTY target please contact Emma Wild or visit <http://www.welcometoyorkshire.net/Marketing---Promotion/Regional-Marketing-Strategy/Appendices-and-useful-information.aspx>

Circulation and effectiveness

50,000

copies minimum of a 100 page perfect bound glossy magazine

67% **60%** conversion rate of enquires to booking

booked their Yorkshire trip as a result of the magazine

88% **77%** of enquirers were likely or very likely to visit Yorkshire

of enquiries are likely to recommend Yorkshire as a place to visit



The magazine content covers nine themes -

**Outdoor, Family Fun,
Sport, Indulgence,
Heritage, Artistic,
Delicious, City Life,
Festivals & Events.**

The editorial journalist will be commissioned by an editor to ensure the magazine is **credible** and attractive to its readership. content will be brought to life through **personal stories** and **interviews**.



We have **advertising packages** to reflect the needs of both the brand who wants to **communicate** with our readership within a credible, high **quality publication** and those who want an effective low cost listing which ensures they're on every visitors to do list.

Deadline

Display Advertising **19th October** 2009

Rates 2009

ENTRY	PRICE	VAT	TOTAL
1/4 Page display Ad	£900.00	£135.00	£1035.00
1/2 Page Display Ad	£1,600.00	£240.00	£1,840.00
Full page	£2,700.00	£405.00	£3,105.00
DPS	£4,500.00	£675.00	£5,175.00
Full Page Advertorial	£3,300.00	£495.00	£3,795.00
DPS Advertorial	£4,900.00	£735.00	£5,635.00

For all advertising enquiries please contact **Wendy Ball** at the Ark **0113 256 6712** or via email at **wendy@thearkdesign.co.uk**



Artwork and delivery Specifications

Artwork:

Please see below for advertisement dimensions.

All files should be supplied as Photoshop eps, tiff or jpeg, all fonts embedded, CMYK and 300 dpi resolution.

PDF all fonts embedded and press optimised to high resolution.

Delivery:

Artwork files can be supplied on CD to the following address:

The Ark Design and Print, Pudsey Business Park, 47 Kent Road, Leeds LS28 9BB

or email: wendy@thearkdesign.co.uk

For all advertising enquiries please contact Wendy Ball at The Ark, 0113 256 8712 or via email at wendy@thearkdesign.co.uk

Dimensions

SIZES	BLEED SIZE		TRIM SIZE		TYPE AREA	
	D	W	D	W	D	W
DPS	282	x 464	276	x 458	236	x 428
Full Page	282	x 235	276	x 229	236	x 194
1/2 Page Horizontal	-		116	x 194	-	
1/2 Page Vertical	-		236	x 95	-	
1/4 Page	-		116	x 95	-	