

COUNTRYLIFE®

THE HOME OF PREMIUM PROPERTY



 ADVERTISING INFORMATION

KEY FACTS ABOUT COUNTRY LIFE



Country Life is one of Britain's best-loved magazines, celebrating a way of life reflected through property, architecture, gardens and the countryside.

Its matchless authority and its world-class writing and photography have established the title as a nonpareil in publishing. At the heart of the magazine are the property pages, where the finest houses are showcased for sale to a refined, wealthy readership in the UK and overseas, who seek the best things in life and know where to find them. British country houses are the envy of the world - Country Life is where buyers search for their dream.

MARK HEDGES
EDITOR, OF COUNTRY LIFE

COUNTRY LIFE READERS ARE

- High Net Worth Individuals - AB **61%** - ABC1 **78%**
- Male **46%** Female **54%** - Average Age **52** years
- A targeted audience - **70%** of Country Life readers buy the magazine specifically for the property section
- Hard to reach, high net worth individuals with a mixture of inherited wealth and new money
- Aspirational - looking to buy their dream home
- In the market - one in three Country Life readers are looking to buy a house within the next **12 months**
- Liquid - **45%** of Country Life readers will fund their next purchase with cash

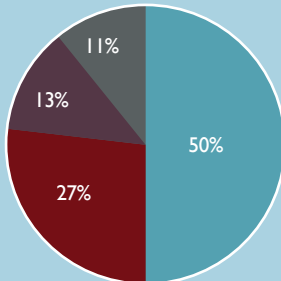
GLOBAL AUDIENCE

Circulation 38,054* sold every week

Readership - 208,000 uk 250,000 globally

*ABC/NRS JAN -DEC '11 / NMR JAN- DEC 2012/CL READER SURVEY

PROPERTY MARKET SHARE: JAN-DEC 2012

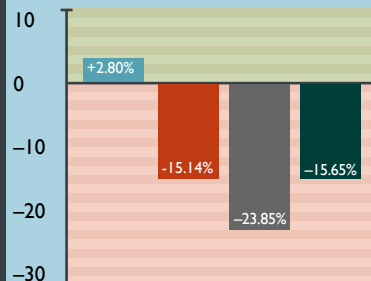


KEY

- COUNTRY LIFE
- SUNDAY TIMES
- FT
- DAILY TELEGRAPH

TOTAL MARKET
3,292 PAGES
SOURCE: NMR

CIRCULATION TRENDS 2010 - 2012



KEY

- COUNTRY LIFE
- DAILY TELEGRAPH
- FINANCIAL TIMES
- SUNDAY TIMES

2014 SPECIAL ISSUES

JANUARY	
8 TH	
15 TH	Winter Gardens
22 ND	
29 TH	
FEBRUARY	
5 TH	Property Focus – London
12 TH	Country Life's Guide To A Perfect Wedding
19 TH	Property Focus – Chilterns
26 TH	Fine Arts
MARCH	
5 TH	
12 TH	Smaller Country Houses & School Life
19 TH	Spring Gardens & International*
26 TH	Georgian
APRIL	
2 ND	Interior Design
9 TH	Property Focus - Hampshire
16 TH	Easter
23 TH	Property Focus - Kent
30 TH	East Anglia
MAY	
7 TH	Cotswolds
14 TH	Summer Gardens
21 ST	Surrey
28 TH	West Country
JUNE	
4 TH	Collectors'
11 TH	Best Of Britain & Luxury Issue
18 TH	Masterpiece
25 TH	France & International Property


JULY	
2 ND	Waterside & Islands Special
9 TH	
16 TH	Game Fair
23 RD	
30 TH	
AUGUST	
6 TH	Scotland
13 TH	
20 TH	Weekend Homes
27 TH	
SEPTEMBER	
3 RD	Equestrian & School Life
10 TH	Autumn Gardens
17 TH	Cotswolds/Decorex Preview
24 TH	Property Focus – Yorkshire & the North
OCTOBER	
1 ST	Property Focus - Commuter Havens
8 TH	London & International*
15 TH	Interior Design
22 ND	Sporting & Country
29 TH	
NOVEMBER	
5 TH	Property focus – Ski
12 TH	
19 TH	Restoration
26 TH	Xmas Gifts
DECEMBER	
3 RD	Property Focus - Caribbean
10 TH	
17 TH -24 TH	Christmas Double Issue & Travel Supplement
31 ST	

NB: PROPERTY FOCUS WILL INCLUDE PROPERTY EDITORIAL BUT MAY NOT INCLUDE A FRONT COVER LINE. SUBJECT TO CHANGE.

*INTERNATIONAL EDITIONS

ADVERTISING RATES

Effective from January 1ST, 2014. All rates subject to VAT.



	PAGE	HALF	QUARTER	EIGHTH	NINTH	
NUMBER OF INSERTIONS	1	£3,700	£2,030	£1,140	£615	£335*
	3 +	£3,554	£1,968	£1,101	£607	£315*
	6 +	£3,485	£1,930	£1,080	£595	£300*
	12 +	£3,300	£1,840	£1,030	£570	£265*
	26 +	£3,095	£1,740	£965	£540	NA
	51 +	£2,930	£1,630	£910	£505	NA

*AVAILABLE IN THE PROPERTY COLLECTION FEATURE, PUBLISHED IN THE FIRST ISSUE OF EACH MONTH

SIZE SPECIFICATIONS

MEASUREMENTS IN MILLIMETRES	DOUBLE (SPREAD)	PAGE	HALF (HORIZONTAL)	HALF (VERTICAL)	QUARTER (SQUARE)	EIGHTH	NINTH
TYPE AREA	267 X 433	267 X 204	131 X 204	267 X 99	131 X 99	62 X 99	86 X 70
TRIM	300 X 460	300 X 230	147 X 230	300 X 112	NA	NA	NA
BLEED	306 X 466	306 X 236	153 X 236	306 X 118	NA	NA	NA

TO ADVERTISE IN COUNTRY LIFE: ☎ 020 3148 4201 ✉ PROPERTYTEAM@IPCMEDIA.COM

TESTIMONIALS FROM OUR CLIENTS

“During 2011 and 2012 we have advertised more clients’ properties than any of our competitors which proves yet again that Country Life is still truly an important part of a marketing campaign, time and time again providing us with buyers from all over the world”

CHRISTOPHER DEWE
PARTNER, KNIGHT FRANK

“Country Life is, without doubt, the most recognised ‘shop window’ for best-of-the-best country homes. Vendors can rest assured that, once their house appears, it’s not uncommon for enquiries to keep coming in for months”

JOHN DENNEY
HEAD OF COUNTRY HOUSE,
HAMPTONS INTERNATIONAL

“Country Life is the country–house hunter’s bible and is not only a great read, but also a generator of excellent enquiries for our properties. It has the added advantage of a long shelf life, often producing good leads weeks after the advertisement has appeared”

JASPER FEILDING
HEAD OF COUNTRY HOUSE, CARTER JONAS

“Winkworth has been advertising in Country Life since the magazine launched more than 110 years ago, as its discerning readership means it’s by far the best place to advertise country homes and prime London properties”

AMBER RAMPLEY
MARKETING DIRECTOR, WINKWORTH

“Country Life’s exciting three–pronged approach—in print, on tablet and online—means it’s perfect for commuters longing to escape who dream of a rural idyll. It’s the ultimate publication for the cream of residential property for sale”

DAWN CARRITT
DIRECTOR, COUNTRY HOUSES & ESTATES,
JACKSON–STOPS & STAFF

“Enquiries produced a swift series of viewings and serious offers to follow. The property featured ended up having competitive bidding, resulting in a successful sale at a handsome figure”

STEPHEN PARRY
HEAD OF OFFICE – STRATFORD–UPON–AVON
UK SOTHEBY’S INTERNATIONAL REALTY



“The very best buyers read Country Life—the properties we advertise attract a lot of positive attention from purchasers who are able to buy immediately”

JAMES GRILLO

DIRECTOR, COUNTRY DEPARTMENT,
CHESTERTON HUMBERTS

“The advert in Country Life generated a high level of interest and the people who came to view the property were motivated buyers who were in a position to immediately proceed”

DARYL PARR

SENIOR MANAGER, FINE HOMES
ESSEX & SUFFOLK

“We’re big fans of the magazine’s Penny Churchill and Arabella Youens, who know the market”

JOHN YOUNG

DIRECTOR, COUNTRY DEPARTMENT
CHESTERTON HUMBERTS

“Country Life is unassailable and unique and remains on coffee tables and reception desks well after the others have been consigned to the bin. We’re absolutely delighted with the first-class service—and so are our vendors”

STELLA GERSCHWILER

DIRECTOR, GEOFFREY CLAPP ASSOCIATES

“We launched a Wiltshire estate in September with a large ad in Country Life. A great response led to best and final offers. The purchasers weren’t actively looking, but saw the ad and gave us a call, and the clients, initially sceptical about advertising in the magazine, are delighted with the result”

MICHAEL FIDDES

HEAD OF ESTATE AGENCY, STRUTT & PARKER

“Over the past year, we have discovered that Country Life

is more than just the perfect showcase for our grand country houses—a town house in Lexden Road, Colchester, launched in a February issue, not only instantly found a buyer, but also brought about competitive bidding over the guide of £1.5 million. Similarly, a perfect little Suffolk cottage in Chelsworth with a guide price of £595,000 received a quite staggering response to its full-page advertisement, which quickly led to its sale”

CAROLINE EDWARDS

PARTNER, CARTER JONAS

“The recent launch of Menehay Manor in Country Life generated a large amount of interest, with 15 phone calls and 44 QR tag scans, resulting in eight viewings”

JONATHAN CUNLIFFE

DIRECTOR, SAVILLS TRURO



THE PROPERTY COLLECTION

Once a month, Country Life runs The Property Collection. It is a feature section dedicated to property on the market at under **£2 million**, through independent agents. If you are not currently signed up on our website, we also offer a print-plus option. For an extra **£75** you can have one month online on www.countrylife.co.uk/property for your property.

DATES FOR 2014

- February 5TH
- March 5TH
- April 2ND
- May 7TH
- June 4TH
- July 2ND
- August 6TH
- September 3RD
- October 1ST
- November 5TH
- November 26TH

Deadlines are two weeks in advance, and space is subject to availability. Issue dates are subject to change.

PRICES

SINGLE INSERTION: £335

6 PER YEAR: £300

12 PER YEAR: £265

**PRINT-PLUS & ONLINE COST:
ADDITIONAL £75**

ALL PRICES ARE EXCLUSIVE OF VAT

70MM



86MM

Barrington House, Bishops Frome, Herefordshire

A beautiful unfurnished period detached country residence of extensive proportions and many original features, situated amongst glorious Herefordshire countryside. With four good sized reception rooms and six double bedrooms, this is a superb family home with attractive mature gardens.



13 New Street, Ledbury, Herefordshire
website: www.hayes.gb.com Tel: 01531 630030

ARTWORK IS SET IN-HOUSE FREE OF CHARGE.
SIZE 86MM HIGH 70MM WIDE

**FOR FURTHER DETAILS AND TO BOOK,
PLEASE CONTACT:**

☎ 020 3148 4201
✉ PROPERTYTEAM@IPCMEDIA.COM

COUNTRY LIFE.CO.UK

Countrylife Online is the digital home of premium property – like the magazine it reaches an affluent, typically hard to reach global audience who are actively looking to purchase premium property.

Countrylife.co.uk has been carrying premium property for more than 10 years, and in 2012 launched a brand–new easy–to–navigate property search, introducing large images to show properties at their very best.

UNIQUE

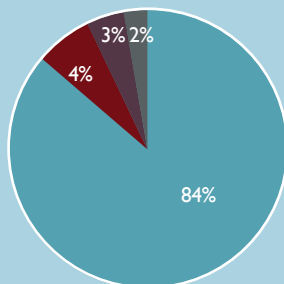
Country Life online offers vendors more than just property listings – its dedicated editorial team provides opinion and thought–provoking content that is critical to anyone seriously interested in realising their dream of living in a beautiful home.



A GROWING AUDIENCE

- More than twice as likely to view countrylife.co.uk on an Apple device
- More than **80%** of pages viewed are property related
- A global reach with users in more than **200 countries**
- More than **250,000 unique** users
- Page impressions ranging from **1.6 million** to **2 million** per month, reflecting the property market

MOST POPULAR SECTIONS

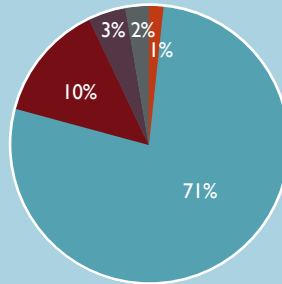


KEY

- PROPERTY
- HOME PAGE
- COUNTRYSIDE
- NEWS

SOURCE: CL & OMNITURE

GEOGRAPHY



KEY

- UK
- USA
- AUSTRALIA
- CANADA
- FRANCE

Countrylife.co.uk is updated daily with news and property stories, and its content is fresh and relevant, ensuring users return to the site time after time.

It also enables countrylife.co.uk to come out top of the key natural search results on Google from “premium properties” and “country property for sale” – ensuring your properties are seen by relevant and active online property seekers.

From town houses to castles, countrylife.co.uk is the home of premium property.

Advertising online increases the impact of your print advertising – the advantages of an online advertising campaign include:

- Reach a wider audience
- Immediate and quantifiable results
- A range of packages to suit all budgets
- Tailor-made campaigns for specific messages



DISPLAY OPTIONS

Email newsletter: **£250** per email. Banner appearing at the top of the email newsletter sent to **35,000** opted-in subscribers every Wednesday.

Leaderboards: **£18** per thousand

Mpus: **£20** per thousand

Skyscrapers: **£15** per thousand

Buttons: **£12** per thousand

Social Media: POA

PROPERTY FEED MARKETING OPTIONS

AUTOMATED FEED: **£120** PER MONTH
PER BRANCH

SINGLE PROPERTY UPLOAD: **£150** PER MONTH

FEATURED PROPERTY CAROUSEL ON UK
PROPERTY PAGE: **£50** PER WEEK

MANUAL UPLOAD: **£150** PER MONTH, PER BRANCH

ALL PRICES ARE EXCLUSIVE OF VAT

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