

CROYDON LIFE

CROYDON LIFE is an A4 magazine aimed at the most influential readership within this vibrant and well-loved town.

CROYDON LIFE offers readers a current contemporary view of the area and the complete low-down on what's happening in and around their home. Regular editorial will include interviews, local issues and historical articles as well as the very latest in fashion, interiors, food & drink, health, beauty and education.

CROYDON LIFE offers something for everyone, for the young go-getters to the local families, this magazine encapsulates it all.

As well as in-depth interviews with local luminaries, **CROYDON LIFE** will feature guest columns by local up-and-coming talent, from uber-hip fashion gurus to the latest flamboyant chef. There will also be a monthly glimpse at stylish interiors from inside some of the most fabulous homes.

CROYDON LIFE will be diverse, original and inspirational to its readers as it delves deep into this historical and stylish urban hub. It will be a must-have magazine that will give fresh ideas and information to everyone that reads it.

CROYDON LIFE is hand-delivered to 30,000 ABC1 homes and businesses in Croydon (East, South and West), Shirley, Purley, Coulsdon, Selsdon, Kenley, Sanderstead, Wallington, Warlingham, New Addington, Addiscombe



Advertising Rates

Rates Per Insertion

Full Page	£950
Double Page Spread	£1,750
Half Page	£550
Quarter Page	£350

Series Discounts

4 issues – 10% 7 issues – 15% 12 issues – 20%

Classified (Minimum three month contract)

Eighth		Sixteenth	
Full Colour	£200	Full Colour	£115
Spot Colour	£175	Spot Colour	£90
Black & White	£145	Black & White	£60

Inserts: Loose inserts per 1,000 (minimum 5,000): £50

For property rates please contact Karl Hofer on 07930 321 827

About Anderson McCann

Local

We aim to produce well-written, topical and amusing magazines that cover all aspects of local life. Editorial and advertising with a local emphasis help to ensure maximum interest and relevance both to clients and our readership.

Targeted

Our magazines are hand-delivered to all ABC1 homes within our stated distribution area. We offer advertisers the highest possible penetration into affluent homes with high levels of disposable income. We believe we offer an unrivalled distribution within each of our designated areas. Each geographical area is carefully researched to ensure it suits the local businesses we serve. Total distribution numbers are calculated

to offer maximum coverage and minimum wastage. Our focus is to provide the best service to advertisers by distributing to their local market.

Quality

We are committed to producing our magazines to the best quality editorial, print, paper and production values. Journalists from leading national newspapers and magazines contribute to our titles every month. Advertisements can be designed by our experienced production team – a service which is available to all our clients.

You expect quality and response. We deliver magazines to a targeted audience, which are kept and read. This creates the perfect advertiser platform for quality local response.

Production

The prices given are for supplied, completed digital artwork. When supplied, please ensure that all files are in one of the following formats: eps, tiff, high resolution PDF/jpeg or Quark file including all images (minimum 300dpi) and screen/printer fonts. Images are *unacceptable* in Word, Powerpoint or Excel format.

Please Note: we cannot amend or edit supplied PDFs.

Artwork sizes as follows (width first):

Full Page	210 x 297mm*
Half Page (vertical)	86 x 271mm
Half Page (horizontal)	182 x 131mm
Quarter Page (vertical)	86 x 131mm
Quarter Page (horizontal)	182 x 63mm

*Please note: Magazine trim size is 210x297mm, so please include an extra 3mm bleed on all edges.

Should you wish us to produce your artwork, we can accept combinations of artwork and copy for setting on CD, DVD or via email.

A charge will be made to set this material and will include all costs of:

- copy setting
- high resolution picture scanning
- supply of faxed or emailed first proof for copy checking

Prices available on application.

Advertising

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