

Orbit News Ltd

media pack | 2020



warrington-worldwide.co.uk • lymmlife.co.uk
village-life.co.uk • culchethlife.com • frodshamlife.co.uk

For supplied artwork email – artwork@warrington-worldwide.co.uk
or post to Orbit News, New Media Centre, Old Road, Warrington, WA4 1AT

Tel: 01925 631592

warrington worldwide

Introducing Warrington's premier freely distributed, monthly, full colour magazine and website, read by an average of 100,000 people each month online and in print.

Warrington Worldwide is one of the publications produced by Orbit News Ltd who have been a well known member of Warrington's business community since 1968.

Launched as the UK's first independent daily online newspaper in 1999 the magazine soon followed and provides a cost effective way for advertisers to reach their customers in traditional hard copy and online.



Key Facts

- Full Colour magazine printed on gloss paper to give high quality results
- Classified Advertising Section
- Hand delivered to local businesses

Distribution

- Warrington Worldwide is freely distributed door to door to local businesses and via an extensive racking system that covers the main shopping areas as well as local leisure centres and Warrington Transport buses.

Online Advertising Costs

Connect with thousands of potential customers via our online presence on warrington-worldwide.co.uk and our social media platforms.

Large Static Home Page Banner (310px x 195px)

£200 per month + VAT

Small Static Home Page Banner (310px x 75px)

£100 per month + VAT

Small Rotating Home Page Banner (145px x 145px)

£50 per month + VAT

Back Linked Article (sponsored post)

£100 + VAT (for 12 months)



Advertising Rates - Warrington Worldwide

All prices subject to VAT

Classified	1 month	6 months	12 months
Lineage (per 30 words per mag)	£15	£72 <i>saving £18</i>	£108 <i>saving £72</i>
Lineage (per 30 words all 5 mags)	£75	£300 <i>saving £60</i>	£360 <i>saving £180</i>
Display (per cm column per mag)	£10 per cm	£8 per cm p/month	£6 per cm p/month
Display (per cm column all 5 mags)	£40 per cm	£30 per cm p/month	£20 per cm p/month

ALL CLASSIFIED ADVERTISING MUST BE PREPAID FOR COMPLETE RUN IN FULL

Display Advertising (Discounts for block bookings)

Front Page Advert - 55mm D x 35mm W **from £125 per month (min 3 months)**

43mm x 43mm Box **£60 per month**

43mm x 92mm Advert **£110 per month**

Eighth (Landscape) 65mm D x 92mm W (portrait 134mm D x 43mm W) **£150 per month**

Quarter (Portrait) 134mm D x 92mm W (landscape 65mm D x 190mm W) **£250 per month**

Half (Landscape) 134mm D x 190mm W (portrait 272mm D x 92mm W) **£375 per month**

Full Page - 297mm D x 210mm W (plus 3mm bleed) **£600 per month**

All prices subject to VAT

Pink Pages

Eighth Page (landscape only) Per 3 month booking **£225**

Quarter Page (portrait only) Per 3 month booking **£375**

Half Page (portrait or landscape) Per 3 month booking **£750**

Premium Ads:

Back Page, Right Hand Any page or position specifically requested = **Ratecard +20%**

Does not include earpiece

Does not include front page ads as they cannot be guaranteed position.

Advertising Deadlines / Publishing 2020

ISSUE	Lymm Life		Warrington Worldwide		Village Life / Culcheth Life		Frodsham Life	
	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED	DEADLINE	PUBLISHED
March	Feb 4	Feb 13	Feb 11	Feb 20	Feb 18	Feb 27	Feb 25	March 5
April	March 3	March 12	March 10	March 19	March 17	March 26	March 24	April 2
May	March 31	April 9	April 7	April 16	April 14	April 23	April 21	April 30
June	April 28	May 7	May 5	May 14	May 12	May 21	May 19	May 28
July	June 2	June 11	June 9	June 18	June 16	June 25	June 23	July 4
August	June 30	July 9	July 7	July 16	July 14	July 23	July 21	July 30
September	July 28	Aug 6	Aug 4	Aug 13	Aug 11	Aug 20	Aug 18	Aug 27
October	Sept 1	Sept 10	Sept 8	Sept 17	Sept 15	Sept 24	Sept 22	Oct 1
November	Sept 29	Oct 8	Oct 6	Oct 15	Oct 13	Oct 22	Oct 20	Oct 29
December	Nov 3	Nov 12	Nov 10	Nov 19	Nov 17	Nov 26	Nov 24	Dec 3
January 2020	Dec 1	Dec 17	Dec 1	End Dec 21	Dec 1	End Dec 21	Dec 1	End Dec 21
February 2021	January 5	Jan 14	Jan 12	Jan 21	Jan 19	Jan 27	Jan 26	Feb 4
March 2021	Feb 2	Feb 11	Feb 9	Feb 18	Feb 16	Feb 25	Feb 23	March 4

LIFE Magazines



Lymm Life, Village Life, Culcheth Life and Frodsham Life are well known and highly respected within their own local communities.

Lymm Life was launched in 1999 followed by Warrington Worldwide, Village Life (serving local communities in south Warrington and beyond including Stockton Heath, Grappenhall, Appleton and High Legh) in 2001, Culcheth Life in 2003 and Frodsham Life in April 2005.

The main strength of these magazines is that they cater directly for the needs of businesses and residents bringing local news, events and a wide variety of both local and regional services that may be of interest and the opportunity to target key areas and customers. The local nature and news content of these magazines ensures that they are well read.

Key Facts

- Full Colour magazine printed on gloss paper to give high quality results
- Classified Advertising Section
- Hand delivered to local businesses

Distribution

- Lymm Life, Village Life and Frodsham Life are each delivered door-to-door to selected homes throughout their respective areas as well as a number of outlets where the magazines can be picked up for free.
- Culcheth Life is freely distributed via a large number of local outlets.

Readership

- Life magazines: 45,000 readers monthly, print and online.

Coverage

- Lymm Life - WA13 / WA16
- Frodsham Life - Frodsham - Helsby - Kingsley - Norley and surrounding areas
- Culcheth Life - WA3 - Culcheth - Croft - Glazebury - Glazebrook - Winwick
- Village Life - WA4 - Stockton Heath - Appleton - Grappenhall - Thelwall - Stretton

Advertising Rates - Life Magazines

All prices subject to VAT

Classified	1 month	6 months	12 months
Lineage (per 30 words per mag)	£15	£72 <i>saving £18</i>	£108 <i>saving £72</i>
Lineage (per 30 words all 5 mags)	£75	£300 <i>saving £60</i>	£360 <i>saving £180</i>
Display (per cm column per mag)	£10 per cm	£8 per cm p/month	£6 per cm p/month
Display (per cm column all 5 mags)	£40 per cm	£30 per cm p/month	£20 per cm p/month

ALL CLASSIFIED ADVERTISING MUST BE PREPAID FOR COMPLETE RUN IN FULL

Display Advertising (Discounts for block bookings)

Front Page Advert - 45mm D x 40mm W	from £100 per month (min 3 months)
43mm x 43mm Box	£50 per month
43mm x 92mm Advert	£85 per month
Eighth (Landscape) 65mm D x 92mm W (portrait 134mm D x 43mm W)	£125 per month
Quarter (Portrait) 134mm D x 92mm W (landscape 65mm D x 190mm W)	£200 per month
Half (Landscape) 134mm D x 190mm W (portrait 272mm D x 92mm W)	£300 per month
Full Page - 297mm D x 210mm W (plus 3mm bleed)	£500 per month

All prices subject to VAT

Pink Pages

Eighth Page (landscape only)	Per 3 month booking	£180
Quarter Page (portrait only)	Per 3 month booking	£300
Half Page (portrait or landscape)	Per 3 month booking	£600

Premium Ads:

Back Page, Right Hand Any page or position specifically requested = **Ratecard +20%**

Does not include earpiece

Does not include front page ads as they cannot be guaranteed position.

lifestyle

magazine

Launched in April 2014 Lifestyle magazine is a bi-monthly A5 publication covering Warrington and surrounding areas.

It is freely available at various outlets including local leisure centres and contains various features on health and wellbeing, recipes, motoring and much more.

It is also available to download online and promoted on various social media platforms.

Advertising Rates (cost per run) subject to VAT

All adverts to be pre-paid at the time of booking

Size	1 Issue	3 Issues	6 Issues
Eighth Page W 67mm x D 45mm	£35	£90	£150
Quarter Page W 67mm x D 94mm	£50	£135	£240
Half Page Landscape W 138mm x D 94mm. Portrait W67mm x D 192mm	£75	£195	£330
Full Page W 148.5mm x D 210mm + 3mm bleed	£130	£345	£594
Double Page Spread W 297mm x D 210mm + 3mm bleed	£240	£600	£960
Centre Spread W 297mm x D 210mm + 3mm bleed	£280	£675	£1170
Back Page W 148.5mm x D 210mm + 3mm bleed	£190	£480	£840
Front Page Box Ad W 128mm x D 30mm	£170	£420	£600



2020 Deadline and Publication dates

February-March
Deadline: Jan 14
Published: Feb 1

April-May
Deadline: Mar 10
Published: Apr 1

June-July
Deadline: May 5
Published: June 1

August-September
Deadline: July 7
Published: Aug 1

October-November
Deadline: Sept 8
Published: Oct 1

December-January
Deadline: Nov 10
Published: Dec 1

February-March 2021
Deadline: Jan 12
Published: Feb 1

Supplied Artwork for All Mags

All artwork must be supplied **300dpi actual size, CMYK in .pdf format with fonts outlined or embedded.**

For Centre Pages, Double Page Spread and Full Pages, please allow **3mm of bleed all round.** Because of the printing process we cannot guarantee absolute colour accuracy.

If you require any help please contact Paul Walker on 01925 631592.

Email Artwork to: artwork@warrington-worldwide.co.uk

or post to: Artwork Dept, Orbit News, New Media Centre, Old Road, Warrington, WA4 1AT