

# COUNTRY & TOWN HOUSE

MEDIA PACK 2015







## THE BEST OF BOTH WORLDS

Country & Town House is the magazine for people who wish to and can afford the best of town and country living. Aspirational and luxurious, the magazine celebrates the best things in life from property, interiors, food, travel, fashion, beauty, arts and culture to the finest watches and jewellery.



## *Supplements & Special Issues*

During the year, Country & Town House publishes several supplements and special issues banded alongside the main issue. These increase news-stand sales and provide unique sponsorship and advertising opportunities. Whether it's the top hotels in the UK or the best public schools in the country, Country & Town House's special issues are kept for continuous reference.

### PUBLISHED ALONGSIDE COUNTRY & TOWN HOUSE

March	School House	September	Country Sports (special issue)
June	Great British Hotels	October	School House
July	On Watch (special issue)	November	Jewellery & Watches

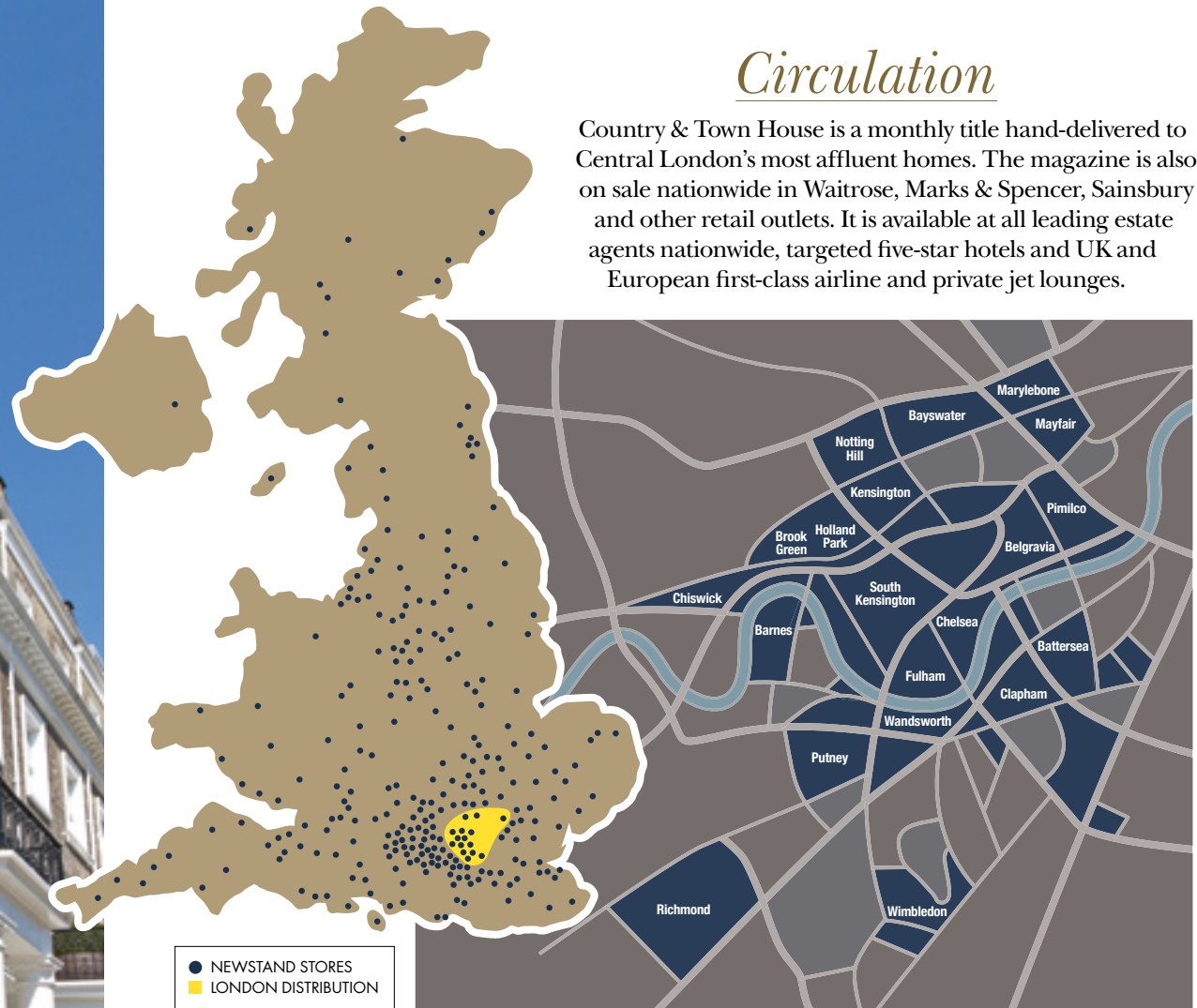




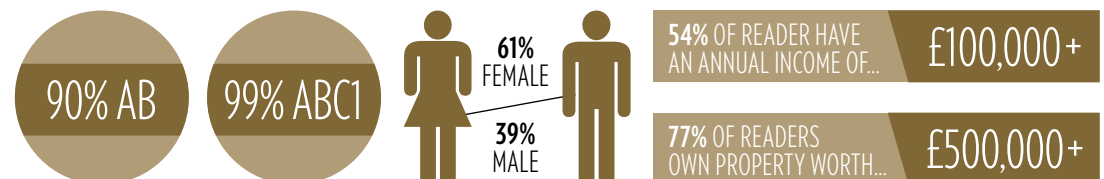


## *Circulation*

Country & Town House is a monthly title hand-delivered to Central London's most affluent homes. The magazine is also on sale nationwide in Waitrose, Marks & Spencer, Sainsbury and other retail outlets. It is available at all leading estate agents nationwide, targeted five-star hotels and UK and European first-class airline and private jet lounges.



*Country & Town House has a readership of 150,000*



# Lifestyle Advertising

## LUXURY & LIFESTYLE ADVERTISERS

Adler, Aga, Annoushka, Audemars Piguet, Boodles, Breitling, Bulthaup, Carolina Herrera, Cartier, Chanel, Christie's, Drummonds, Dubarry, Graff, Harrods, Harry Winston, Hunter, Jaeger-LeCoultre, Josephine Home, Mont Blanc, Nina Campbell, OKA, Patek Philippe, Piaget, Parmigiani, Rolex, Samuel Heath, Savoir Beds, Sotheby's, William & Son and Zenith.



LIFESTYLE RATES	
DPS	£4,675
Full Page	£2,750
Half Page	£1,650
Quarter Page	£990
OBC	£5,445
IFC Spread	£8,525
First DPS	£6,250
Gatefold	£10,000

INSERTS	
Loose inserts per 1,000 (minimum 5,000)	£70



# Property Advertising

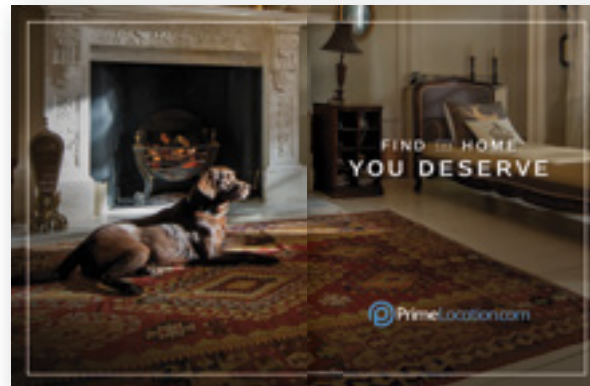
## PROPERTY ADVERTISERS:

Aylesford, Ayrton Wylie, Cheffins, Douglas & Gordon, Hamptons International, Harrods Estates, John D Wood, Knight Frank, Marsh & Parsons, Russell Simpson, Savills, Sotheby's, Spencers of the New Forest, Strutt & Parker, Wetherell and Winkworth.

## PROPERTY RATES

Full Page	£650
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For more details please contact  
 Fiona Kirkness on 07809 736 219  
 or email [fiona@countryandtownhouse.co.uk](mailto:fiona@countryandtownhouse.co.uk)







## *Production Schedule 2015*

Issue	Title	Lifestyle Theme	London Distribution	On Sale
January	C&TH	Lifestyle	Fri 4 Dec	Wed 10 Dec
February	C&TH	Romance	Fri 2 Jan	Wed 7 Jan
March	C&TH School House*	Travel	Fri 6 Feb	Wed 11 Feb
April	C&TH	Interiors Special *	Fri 6 Mar	Wed 11 Mar
May	C&TH	Family	Fri 3 April	Wed 8 April
June	C&TH Great British Hotels*	The Arts	Fri 8 May	Wed 13 May
July	C&TH	Watches*	Fri 5 June	Wed 10 June
August	C&TH	Spa Guide	Fri 3 July	Wed 8 July
September	C&TH	Country Sports*	Fri 7 Aug	Wed 12 Aug
October	C&TH School House*	Interiors + Bathrooms*	Fri 4 Sept	Wed 9 Sept
November	C&TH Jewellery & Watches*	Country Chic	Fri 9 Oct	Wed 14 Oct
December	C&TH	Luxury	Fri 6 Nov	Wed 11 Nov

\* Supplements and special issues published with Country & Town House

# Online Advertising

Country & Town House's website is now live and the magazine and its supplements are now available as an interactive iPad app. School House is available as a searchable nationwide directory.

ONLINE RATES	
Sponsorship of whole site	£2,000 per month
Banner Advert	£500 per month

[WWW.COUNTRYANDTOWNHOUSE.CO.UK](http://WWW.COUNTRYANDTOWNHOUSE.CO.UK)





## Artwork Specifications

All artwork should be supplied to pass4press PDF specifications. Further information and settings can be downloaded from the web address below. When creating PDF files please apply cropmarks, 3mm bleed and embed all fonts. [www.ppa.co.uk/all-about-magazines/production/pass4press](http://www.ppa.co.uk/all-about-magazines/production/pass4press)

All images incorporated within the advert should be high resolution (300 dpi) and CMYK or Greyscale colour mode, not RGB. The colour profile is *Europe ISO Coated FOGRA 27* or *FOGRA 39*.

ADVERT SIZE	TRIM ( H x W )	BLEED ( H x W )
Double Page	298 x 450 mm	304 x 456 mm
Full Page	298 x 225 mm	304 x 231 mm
Half Page Vertical	263 x 95.5 mm	
Half Page Horizontal	129.5 x 195 mm	
Quarter Page	129.5 x 95.5 mm	

## Online Banners

We offer two banner sizes, a horizontal or vertical. All banners will alternate throughout our website on various pages. Please supply artwork for both sizes and include a URL address for the banners to link through to.

BANNER SIZE	HEIGHT	WIDTH	ARTWORK GUIDELINES
Vertical	900 pixels	240 pixels	File format – JPEG, PSD or Animated GIF Colour mode – RGB
Horizontal	170 pixels	720 pixels	Image Quality – 150 dpi

## Inserts

MAXIMUM INSERT SIZE	(H) 270 MM	(W) 200 MM
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For all artwork queries please contact Country & Town House Production Department on 020 7384 9017



## *Testimonials*

### LIFESTYLE

'We have seen a significant response in our London stores as a direct result of advertising in Country & Town House.' **ANNOUSHKA**

'We love Country & Town House magazine. Thanks to its top-notch editing and spectacular features, it attracts the type of reader who encapsulates our target market, which is why we advertise with C&TH month after month.'

**JOSEPHINE HOME**

'C&TH's Great British Hotels is a fabulously mouth-watering collection of all sorts of properties. While a must-read not just for 'staycationers', I reckon it should be winging its way in the direction of overseas visitors planning a grand tour of the land. Am extremely proud that Barnsley House, Calcot and Bowood are all there - I would have felt very dejected if I had picked up the June issue and they hadn't been part of the offering.'

**CHARLOTTE DOHERTY**

'Just to say what fun the mag C&TH is – my husband and I were fighting over it. Glossy contributors, really good content and nicer to look at than House & Garden.' **RACHEL JOHNSON**

'Just saw C&TH's Great British Hotels and we feel very proud to be in. For what it is worth, it is objectively an absolutely superb piece of work, beautifully produced. In a world littered with the noise of too much information it is, for your end readers, a wonderful resource and proof positive in the value of curated trust worthy content and style.' **THE BECKFORD ARMS, WILTSHIRE**

'Country & Town House is certainly one of my top magazines and has a great balance of everything I want to read about. As someone who is fortunate to have a home in both the country and town it is essential reading.'

**TAYLOR HOWES DESIGN**

### PROPERTY

'Last month we sold two of our loveliest houses as a direct result of buyers seeing them in Country & Town House. One at £1.85m and another at £10m. We love the magazine.' **STRUTT & PARKER**

'As a direct result of the magazine two London parties arranged a viewing and both made an offer. A sale was agreed to one of the parties and contracts exchanged and completed soon after.'

**CHEFFINS**

'At Savills we are proud to advertise our clients properties' in Country and Town House as it's both a top end magazine but also has articles that appeal to all interests.' **SAVILLS**

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## *Contact Us*

For further information on advertising please call Country & Town House on 020 7384 9011 or email [advertising@countryandtownhouse.co.uk](mailto:advertising@countryandtownhouse.co.uk)

COUNTRY & TOWN  
**HOUSE**

