

[www.r-magazine.co.uk](http://www.r-magazine.co.uk)

MAGAZINE  
**R**

Media Pack

FASHION - HEALTH - BEAUTY - HOMES - INTERIORS - LIFESTYLE

# MAGAZINE R

## KEZ PUBLICATIONS LTD

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R Magazine is a chic, stylish and contemporary monthly publication for both men and women covering Northamptonshire and the surrounding counties. Since the launch in 2000 it has dominated the market place. Now in its 10<sup>th</sup> successful year, R Magazine continues to lead the way creating the best platform in local media for our advertisers month after month. R Magazine has an enviable following, for good reasons, and provides the ultimate in free readership to customers and clients alike.

R Magazine publishes style, fashion, beauty & male grooming, interviews (celebrity and local), culture, entertainment, property, interiors, motors, sport, travel, food & drink. Our ethic is to work with and support local retailers and we do this more than any other publication. Our fashion shoots also lead the way with models who adorn the latest fashions and jewellery from local retailers, styled by all the top local salons and make-up artists. We work closely with the region's football and cricket teams and are very proud to be associated with the Northampton Saints rugby team.

R Magazine over the years has become an iconic publication with readers looking forward to the next edition every month. With an online eMag to extend advertiser's opportunities we are the region's No.1 free magazine.

We are continually evolving and responding with Northamptonshire's growth and with a no 'hard-sell' approach we build relationships with our clients supporting them, year after year after year. Please read our testimonials and with our genuine gratitude, they speak volumes as to why we help bring results to the county's most successful businesses.

## ABC1 Readership

As an advertiser it's important to choose the right media outlet.

R Magazine gets picked up in more outlets than any other publication of its kind, FACT! We literally leave the rest on the shelf.

With a proven track record we strive and maintain to have the best distribution network, which is all so important to get your message across.

From top restaurant & bars, hotels, gyms & spas, theatres, retailers, public places and businesses right through to door-to-door, R Magazine is seen and picked up by the right people everywhere, which really counts.

## Rate Card

	SIZE ONE ISSUE	3 ISSUES	6 ISSUES OR MORE
Eighth Page	£130	£95	£75
Quarter Page	£250	£175	£125
Half Page	£425	£350	£275
Full Page	£750	£600	£550
DPS	£1200	£1000	£850

PRICES QUOTED ARE PER ISSUE AND EXCLUSIVE OF VAT.

## Technical Information

Our preferred method for supplied adverts is a high resolution PDF. CMYK with 300dpi, with all fonts embedded. However, high resolution JPEGs are accepted but not favoured.

The following Apple Macintosh applications are used and accepted by R Magazine:  
Adobe InDesign CS2, Adobe Photoshop CS2, Illustrator CS2 with all fonts and images supplied. TIF's, EPS's and GIF's are also accepted. (If using another format please check before sending artwork).

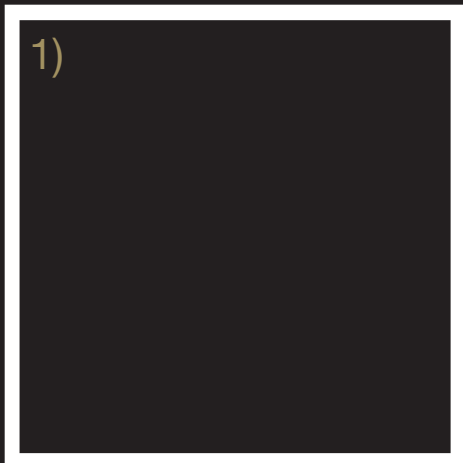
The following disks are accepted by R Magazine: DVD, CDR.

## Distribution

10,000 copies are printed on a monthly basis, that is 120,000 copies per year with the average readership of 45,000 per issue. Complimentary copies are distributed to over 400 outlets in Northamptonshire, Buckinghamshire and Leicestershire.

We also offer a rotational door-to-door drop distribution to selected ABC1 homes in the county's villages. As listed below:

Abthorpe, Blisworth, Boughton, Brixworth, Castle Ashby, Chapel Brampton, Church Brampton, Cogenhoe, Cold Ashby, Collingtree, Cottesbrook, East Haddon, Gayton, Grange Park, Great Brington, Great Houghton, Rothersthorpe, Scaldwell, Silverstone, Stoke Bruerne, Sywell, Upton Grange, Greens Norton, Guilsborough, Hardingstone, Harlestone, Harpole, Holcot, Holdenby, Hollowell, Horton, Kislingbury, Little Brington, Little Houghton, Moulton, Overstone, Pitsford, Ravensthorpe, Walgrave, Wappenham, West Haddon, West Hunsbury, Wootton/Wooton Fields.



## ADVERT SIZES

### 1) Full Page

225mm x 225mm  
add 3mm bleed if required

### 2) Half Page Portrait

100mm x 205mm

### 3) Half Page Landscape

205mm x 100mm

### 4) Quarter Page (classified)

100mm x 100mm

### 5) Eighth Page (classified)

100mm x 50mm

### Double Page Spread

450mm x 225mm

(+ 3mm bleed & 10mm centre gutter. Please ensure that no text runs in the gutter and is illegible as we will not be responsible for it).



