

✚ The Ultimate Lifestyle By The Sea

Cornwall

Living

MEDIA PACK 2020



READ

PRINT



WATCH

ONLINE • DIGITAL • SOCIAL MEDIA



EXPERIENCE

AUDIENCE



We believe in making memories



PRINT



ONLINE



DIGITAL



SOCIAL MEDIA

IN PRINT, ONLINE, VIA DIGITAL PLATFORMS AND ACROSS SOCIAL MEDIA
INSPIRING AN AUDIENCE OF OVER 4 MILLION



PROUD TO BE PART OF
LEVEN
MEDIA GROUP

ENGINE HOUSE MEDIA LTD. Creators of *Cornwall Living*

www.enginehousemedia.co.uk | 01326 574842 | enquiries@enginehousemedia.co.uk

CORNWALL'S INVALUABLE SOURCEBOOK

Cornwall Living is the UK's number one media platform dedicated to inspiring an audience of over 4 million to discover the ultimate lifestyle by the sea in Cornwall.

By creating and delivering compelling content with stunning visuals across print, online, digital and social media, the *Cornwall Living* brand has become an invaluable sourcebook that our audience turns to time and time again, meaning our clients receive significant response across multiple channels.



KEY AUDIENCE FIGURES



Yearly Audience of Readers*



Monthly Magazine Readers**

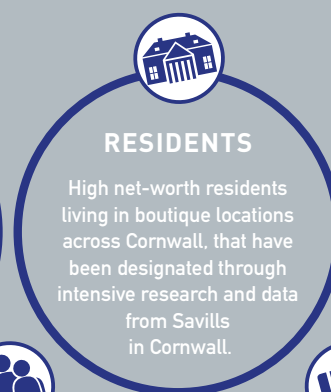


Social Media Followers



Monthly Brand Subscribers

KEY AUDIENCE GROUPS



Find out more about our audience and how we help businesses in Cornwall increase their marketing response, call one of our media team on **01326 574842** or email: enquiries@enginehousemedia.co.uk

UNDERSTANDING OUR AUDIENCE – YOUR BEST CUSTOMERS

Over the last seven years we've garnered a huge amount of data and information from our readers, browsers, viewers and social media followers. It helps us develop our content, build our products and make sure we're reaching the right audience to deliver our clients the right responses from the right people.

24%

Told us that they live in properties valued between £500k-£1m

87%

Are more likely to purchase a product or service seen in *Cornwall Living*

5%

Said that they own at least one second property in Cornwall

75%

Live outside of Cornwall but travel in to the county at least once a year

76%

ABC1 demographic, the highest spending audience in Cornwall

70%

Female readership and the key decision makers around household purchasing

35-45

Average age of audience, wanting to create memories and enjoy the finer things

2%

Live in properties, in boutique areas, that are valued at over £1m

36%

Visit Cornwall with children and are looking for family activities and days out

28%

Visit Cornwall with their dog and are interested in finding dog-friendly venues

44%

Look to stay in a self-catering cottage or apartment when visiting Cornwall

91%

Say that Cornwall is their first choice destination for a holiday or short break



PRINT



ONLINE



DIGITAL



SOCIAL MEDIA

OUR UNIQUE DISTRIBUTION METHODOLOGY

CORNWALL LIVING MAGAZINE – USING READ, WATCH, EXPERIENCE ACROSS MULTIPLE PLATFORMS

Launched in 2012, *Cornwall Living* has grown to be the most widely read media dedicated to Cornwall's lifestyle. By distributing every four weeks via multiple channels, *Cornwall Living* reaches over 4M readers and delivers response that keeps our clients coming back year after year.



LETTERBOX

Reaching second home owners and wealthy residents via individual letterbox drops



COFFEE TABLE

Read by your customers as they relax in bars, cafés, restaurants and gastro-pubs



TARGET BUSINESSES

Reaching an affluent audience via estate agents, salons and spas and boutique shops



LUXURY RETREATS

Placed in the finest cottages, hotels and boutique B&B's to reach high-spending visitors



POSTAL SUBSCRIPTIONS

Sent direct to our subscribers in county, out of county and further afield



INTERACTIVE DIGITAL BOOK

All content converted digitally and available across our site and e-newsletters



WEBSITE

Content led and searchable, reaching potential customers far and wide



E-NEWSLETTER

Delivering content directly to the phones and tablets of over 85,000 subscribers



ACCOMMODATION MAILER

The finest places to stay in Cornwall, delivered to over 84,000 subscribers



BESPOKE E-NEWSLETTER

The creation of a bespoke newsletter dedicated entirely to your business



SOCIAL MEDIA

Reaching over 29,000 followers and helping spread your story far and wide

CORNWALL LIVING CHANNELS



PRINT

CORNWALL LIVING MAGAZINE – DELIVERED INTO CORNWALL, BATH, BRISTOL, LONDON, THE COTSWOLDS AND GERMANY

Launched in 2012, *Cornwall Living* has grown to be the most widely read lifestyle magazine dedicated to Cornwall's lifestyle now reaches over 3,600,000 readers per year and delivers response that keeps our clients coming back year after year.



ONLINE

CORNWALL LIVING ONLINE – DELIVERING CONTENT GLOBALLY TO AN AUDIENCE WHO LOVE CORNWALL

Content in print, digital and social media platforms helps to lead an audience of over 385,000 to cornwall-living.co.uk, while constantly updated content and SEO helps generate new traffic. Not only does online deliver another platform to distribute content, but it also enables our clients to deliver more information, build increased engagement and establish a direct link to their businesses for our readers.



DIGITAL



SOCIAL MEDIA

CORNWALL LIVING SOCIAL– ENGAGING ON SOCIAL MEDIA TO OVER 29,000 FOLLOWERS

With 29,000 social media followers, the ability to spread your story far and wide, is enhanced with a post through *Cornwall Living*. Boost your posts, target your audience and reach our readers, browsers and viewers through their social media.





PRINT



ONLINE



DIGITAL



SOCIAL MEDIA

RATE CARD

CORNWALL LIVING – THE LARGEST AUDIENCE IN CORNWALL

MEDIA PRODUCTS THAT DELIVER YOUR CONTENT TO OUR AUDIENCE



MAGAZINE / PRINT PRODUCT	RATE CARD COST	3 ISSUE COST	7 ISSUE COST	13 ISSUE COST
Full Page Advert - IBC	£1,082.40	£920.04	£865.92	£811.80
Full Page Advert - IFC	£1,131.60	£961.86	£905.28	£848.70
Full Page Advert - OBC	£1,180.80	£1,003.68	£944.64	£885.60
Double Page Spread Advert	£1,623.60	£1,380.06	£1,298.88	£1,217.70
Full Page Advert	£984.00	£836.40	£787.20	£738.00
Half Page Advert	£534.00	£453.90	£427.20	£400.50
Quarter Page Advert	£298.00	£253.30	£238.40	£223.50
Eighth Page Advert	£166.80	£141.68	£133.28	£124.88
Banner Advert	£298.00	£253.30	£238.40	£223.50
Double Page Spread Editorial	£1,900.00	£1,615.00	£1,520.00	£1,425.00
Full Page Editorial	£1,059.00	£900.15	£847.20	£749.25
News Editorial	£298.00	£253.30	£238.40	£223.50
Accommodation Editorial	£298.00	£253.30	£238.40	£223.50
Competition Data Collection	£349.00	£296.65	£279.20	£231.75
Competition Data Collection with hand out card	£575.00	£488.75	£460.00	£431.25
Art Gallery Entry	£135.00	£128.00	£121.00	£117.00
Product Placement	£135.00	£128.00	£121.00	£117.00

ONLINE / WEBSITE PRODUCT	RATE CARD COST	3 ISSUE COST	7 ISSUE COST	13 ISSUE COST
Online Website Editorial	£298.00	£253.30	£238.40	£223.50
Online Website 12 month profile	£249.00	-	-	-
Website Home Page Banner	£298.00	£253.30	£238.40	£223.50
Website Category Banner	£223.00	£204.00	£187.00	£167.00
Website Ad button	£166.80	£141.68	£133.28	£124.88
Website Video Placement	£166.80	£141.68	£133.28	£124.88

DIGITAL / NEWSLETTER PRODUCT	RATE CARD COST	3 ISSUE COST	7 ISSUE COST	13 ISSUE COST
Newsletter Main Banner	£298.00	£253.30	£238.40	£223.50
Newsletter Advert Button	£166.80	£141.68	£133.28	£124.88
Newsletter Editorial Entry	£166.80	£141.68	£133.28	£124.88
Newsletter Video Entry	£166.80	£141.68	£133.28	£124.88
Bespoke Newsletter	£1,250.00	£1,062.50	£1,000.00	£937.50

WHEN YOU BOOK A SERIES OF ADVERTISING, WE'LL UPGRADE ONE OF YOUR ADVERTS TO AN EDITORIAL AND ADD YOUR EDITORIAL TO OUR WEBSITE AT NO EXTRA COST – HELPING YOU REACH MORE PEOPLE, MORE OF THE TIME, FOR INCREASED RESPONSE.

MEDIA SCHEDULE 2020

DATES MAY BE SUBJECT TO CHANGE

Cornwall *Living* foodie

MEDIA TITLE	COVER FEATURE	ISSUE	SUPPLEMENT	COPY DEADLINE	PUBLICATION/DISTRIBUTION
Cornwall Living including Foodie	Property	95		03/01/20	27/01/20
Cornwall Living including Foodie	Luxury Stays	96	Weddings	31/01/20	24/02/20
Cornwall Living including Foodie	Glamping and Camping	97	Cornwall Homeshow	28/02/20	23/03/20
Cornwall Living including Foodie	Open Studios	98	Royal Cornwall Show	27/03/20	20/04/20
Cornwall Living including Foodie	Outdoor Adventure	99	Got To Experience	24/04/20	18/05/20
Cornwall Living including Foodie	Festivals	100	Dogs Love	22/05/20	15/06/20
Cornwall Living including Foodie	On the Water	101		19/06/20	13/07/20
Cornwall Living including Foodie	Gardens	102	Getaways	17/07/20	10/08/20
Cornwall Living including Foodie	Culinary Cornwall	103	Cornwall Homeshow	14/08/20	07/09/20
Cornwall Living including Foodie	Winter Escapes	104	Weddings	11/09/20	05/10/20
Cornwall Living including Foodie	Spas & Wellbeing	105		09/10/20	02/11/20
Cornwall Living including Foodie	Cornish Christmas	106		06/11/20	30/11/20
Cornwall Living including Foodie	New Year, New You	107		04/12/20	28/12/20

Cornwall *Living*

SPECIAL COTSWOLDS EDITION
SPECIAL GERMAN EDITION

SPECIAL LONDON EDITION
SPECIAL BATH & BRISTOL EDITION

Gift
Guide

Kids
Love

Dogs
Love

MEDIA TITLE	ISSUE	COPY DEADLINE	PUBLICATION/DISTRIBUTION
CL--GERMAN--Stuttgart	5	20/03/20	13/04/20
CL--GERMAN--Dusseldorf	5	13/11/20	07/12/20
Cornwall Living Goes To Bath & Bristol	17	17/04/20	11/05/20
Cornwall Living Goes To Bath & Bristol	18	24/07/20	17/08/20
Cornwall Living Goes To Bath & Bristol	19	16/10/20	09/11/20
Cornwall Living Goes To The Cotswolds	3	12/06/20	06/07/20
Cornwall Living Goes To The Cotswolds	4	18/09/20	12/10/20
Cornwall Living Goes To London	17	21/02/20	16/03/20
Cornwall Living Goes To London	18	15/05/20	08/06/20
Cornwall Living Goes To London	19	21/08/20	14/09/20
The Cornwall Living Gift Guide	2020	25/09/20	19/10/20
Dogs Love Cornwall Living	2020 Issue 1	07/02/20	02/03/20
Dogs Love Cornwall Living	2020 Issue 2	28/08/20	21/09/20
The Best of Cornwall Living	2020	27/11/20	21/12/20

WILD LIZARD

Explore
Penwith

Camel
Estuary

Heritage
Coast

Explore the
Roseland

MEDIA TITLE	ISSUE	COPY DEADLINE	PUBLICATION/DISTRIBUTION
Wild Lizard Guide	2020	17/01/20	10/02/20
Explore Penwith Guide	2020	14/02/20	09/03/20
Explore the Camel Estuary Guide	2020	13/03/20	06/04/20
Heritage Coast Guide	2020	10/04/20	04/05/20
Kids Love Cornwall Living Guide	2020	08/05/20	01/06/20
Explore the Roseland Guide	2020	03/07/20	24/07/20

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SPECIAL PUBLICATIONS, SUPPLEMENTS AND GUIDES

Throughout the year, *Cornwall Living* creates and distributes a number of special publications, supplements and guides, all designed to help businesses reach the right audience, increase response and deliver more profit.

For more information about anything we do, simply contact one of our media team on 01326 574842 or email us at enquiries@enginehousemedia.co.uk



THE BATH & BRISTOL EDITION

15,000 copies distributed three times each year into the heart of Bath, Bristol & Clifton



THE LONDON EDITION

15,000 copies distributed three times each year into the heart of London and the south east



THE COSTWOLD EDITION

15,000 copies distributed three times each year into the heart of the Cotswolds



THE GERMAN EDITION

In partnership with Cornwall Airport Newquay, distributing 10,000 copies twice a year into Germany



SPECIAL SUPPLEMENTS TO HELP YOU TARGET YOUR POTENTIAL CUSTOMERS

Each year, *Cornwall living* creates a number of special supplements that focus on niche areas in Cornwall. From food to weddings, holiday homes to events, the *Cornwall living* supplements are delivered with *Cornwall Living* and carry dedicated, focused editorial, news, views and comment.



DEDICATED AREA GUIDES

Thousands of visitors flock to specific areas of our coastline every year and you want to be able to communicate with as many of them as possible at the right time using a friendly platform that will deliver you a real return on your investment! That's exactly why we created our dedicated area guides, distributing 15,000 into each area using our unique methodology.

KIDS & DOGS LOVE CORNWALL LIVING

Our yearly A5 guides deliver inspiration across the UK for those wanting to visit with the family or with their dog.

KIDS: 50,000 across the UK each year

DOGS: 30,000 across the UK twice a year



Don't take our word for it

What our clients say about working with *Cornwall Living*.

"ALREADY AFTER ONLY TWO WEEKS, WE HAVE HAD ENQUIRIES AND SALES FROM THE MAGAZINE."

We initially contacted Jonathan at *Cornwall Living* with the idea of how we could promote recumbent cycling to a new audience. We wanted to raise the general awareness of the benefits of recumbent cycling and to inform more people that ICE makes world leading recumbent trikes, right here in Cornwall and send them to over 32 countries all over the world. Already after only two weeks, we have had enquiries and sales from the magazine article and many more people saying that they had seen the article and were really impressed.

Phil Zschiesche - ICE Trikes

"WE ARE ONLY HALF WAY THROUGH THE BOOKING AND WE HAVE ALREADY COMPLETED ONE."

I recently contacted Engine House Media to help me to sell a selection of brand new luxury holiday lodges at our St Ives holiday village. After help and advice we went ahead and booked a series of six quarter page adverts in six issues of *Cornwall Living*. We are only half way through the booking and we have already completed one sale with another meeting and hopefully a sale on the way. Very impressed with the results so far - I look forward to running our next campaign with them!

Mark Johnson - John Fowler Holidays

"IT'S ENCOURAGED PEOPLE TO SPEND!"

I want to thank you for letting us have a large amount of the Lizard Mag. It's been great giving these out to each new arrival at Little Trethvas Holidays. It's encouraged people to stay longer on the Lizard and spend their dosh in local businesses so helped the Lizard economy. Please put us down for the same amount next year.

Liz Tate - Little Trethvas Holidays



"THE TEAM AT CORNWALL LIVING WERE BRILLIANT."

Cornwall Living approached us to see if we were interested in making a short video to tell 'our story'. This was something we had been thinking about for a while but the project had gone down the priority list as the prospect of researching and finding someone who could do what we wanted was rather daunting. The team at *Cornwall Living* were brilliant. I really felt they took on board what we were after and matched us with a great team. The planning, bar a few hiccups to do with winter travel to the Isles of Scilly, was easy. All we did was give a few ideas on style, both things we liked and didn't like and the key points we wanted to cover. When it came to filming the team had a clear plan but were flexible enough to grab opportunities as they occurred, work around our day to day business and to take onboard our direction. The editing process was also very efficient and we are delighted with our new farm video.

Zoe Julian - Scilly Flowers

"THE ADVERTS PAY FOR THEMSELVES"

After the feature editorial in the *Cornwall Living* Christmas Gift Guide came out, we had such a successful Christmas. It seemed as if every other customer who came in to the shop said that they had read about us in *Cornwall Living*. And everyone I spoke to saw us in there and mentioned it. *Cornwall Living* is definitely the most interesting, popular and best-distributed magazine in Cornwall and the adverts pay for themselves.

Paul & Clair Pennington - The Jewellery Workshop

"IT'S DEFINITELY WORKING! "

Thank you for that. The advert is fine to run again. We are getting quite a bit of feedback from customers saying that they found us in your magazine. It is definitely working!!!! .

Michael Storf - South West Carpets

"CORNWALL LIVING HAD A GREAT RESPONSE"

The competition we ran with *Cornwall Living* had a great response. It has not only provided additional promotion for our brand, but has enabled us to gain high quality data of which we will be able to use in our future marketing campaigns. The team have been nothing but helpful and professional.

Nicola Langridge - Camel Creek

#1

MEDIA FOR CORNWALL

Delivering our audience the best in property, attractions, interiors, food, art, news, views and the ultimate lifestyle by the sea.



It has always been a real pleasure to work with the Engine House Media team. This year in particular they have tailor made a bespoke advertising package to meet our needs, particularly in our recent Cornwall Living competition. The good quality data we now have to add to our own is worth the investment of the advertising alone. They are helping us to directly reach our customers through their various channels.

CLAIRE WOOD, SALES & MARKETING MANAGER - FAL RIVER CORNWALL



PRINT



ONLINE



DIGITAL



SOCIAL MEDIA

IN PRINT, ONLINE, VIA DIGITAL PLATFORMS AND ACROSS SOCIAL MEDIA
INSPIRING AN AUDIENCE OF OVER 4 MILLION

THREE KEYS TO YOUR SUCCESS

our mission to find you more business

1

INFLUENCE, INSPIRE AND ENGAGE

Influencing our readers' choices for eight years, *Cornwall Living* is the leading brand for a discerning audience looking to discover the ultimate lifestyle by the sea. By delivering content that inspires and engages, *Cornwall Living* has the tools, knowledge and ideas our audience need to make their time in Cornwall truly memorable.

2

DELIVER MORE. DELIVER WIDER

Cornwall Living magazine is the gateway to our brand, and by delivering every four weeks, using a unique distribution methodology, we can ensure we reach and inspire more readers, more of the time. By influencing our readers through high distribution print, we retain their engagement across digital outlets, social media platforms and online content delivery to enable a wider, more consistent reach for our clients.

3

THE CORNWALL LIVING BRAND PROMISE

To create a memorable experience that ensures a positive return on the commitment from our clients, audience, team and suppliers, a return that will deliver growth, success and provide the ultimate lifestyle by the sea for all. For our clients, this means incredible response with increased revenue and growth in profits.



READ
PRINT



WATCH

ONLINE • DIGITAL • SOCIAL MEDIA



EXPERIENCE

AUDIENCE



The Future of Media



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THE JOURNEY TO PLACING YOUR STORY IN FRONT OF OVER 4M PEOPLE IS UNDERWAY – THE ONLY THING MISSING IS YOU

TESTIMONIAL



NEW CUSTOMERS TO OUR SHOWROOM

"We have had a great response from our existing customers and it has also brought new customers to our showroom from different areas across Cornwall."

The service received from the media team has been excellent, so much so that we have just booked our next campaign with them."

TRACEY JOHNSON, EDEN HEARTH & HOME



We like to keep things simple

and the process of placing your story in front of over 4M readers starts with 3 simple steps.

1. DROP US A LINE – 01326 574842

We love to talk and are always keen to hear about your business.

2. GETTING TO KNOW YOU

Knowledge is key to making the right decisions, so before we do anything else, we would like to get to know you and your business first.

3. DELIVERING GROWTH

Everything we do is driven by a passion for delivering return on your investment. Creating a package to place your story through our **READ – WATCH – EXPERIENCE** methodology is the next step to growing your business.

READ



WATCH



EXPERIENCE



To book your space enabling you to reach over 4M readers, simply contact

enquiries@enginehousemedia.co.uk

ENGINE HOUSE MEDIA LTD

For more information please call 01326 574842

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Cornwall

Living

