

## CLASSIFIED

Classified adverts are situated in 'The Directory' section which is at the back of the magazine.

## PREMIUM POSITIONS

Cover positions are at an additional 30% and first half ad positions at 10%

## ADVERTORIALS

Advertorials command a surcharge of 40% and are written by the editor.

### **PAYMENT**

Prices can be charged in Euros or sterling and payment is required before the magazine goes to press. Please ask for our sterling rate card if you wish to be invoiced in sterling.

## CONTACT US

For enquiries please contact us:

By phone:

+33 5 45 32 16 42

+33 5 45 35 82 14

## By email:

info@livingpoitoucharentes.com
or for more information visit
our website
www.livingpoitoucharentes.com

## REGISTERED OFFICE

Living Poitou-Charentes
A trading company
of Agence Idée
2 Chessingham Court
George Cayley Drive
Clifton Moor
York YO30 4WQ
United Kingdom

## Distribution

Living Poitou-Charentes is a bimonthly magazine distributed free throughout Poitou-Charentes and also available upon subscription.

Our aim is to be readily available and accessible to all Anglophones living in the four départements of Poitou-Charentes and to those who are intending to live here.

We will be distributed via airports, shops, restaurants, hotels, tourist offices, tourist attractions, mairies, clubs, associations and in selected estate agents. We will be distributing 10,000 copies per issue to meet demand.

Distribution will be heavily concentrated in and around the most popular towns to ensure that copies get into the right hands.

Each distribution outlet will be given a pack of

magazines together with an eye-catching poster, used to encourage English-speaking visitors into their businesses.

Throughout the year, *Living Poitou-Charentes*will also be distributed at the key UK property fairs
and exhibitions to help encourage new visitors
and residents to Poitou-Charentes

If you would like to distribute copies of Living Poitou-Charentes through your business then please contact nicki@livingpoitoucharentes.com

# Display advertising rates €

Full Colour	1 insertion	3 insertions	6 insertions	12 insertions
Double page spread	€1999	€1819	€1759	€1699
Full Page	€1041	€947	€916	€885
Half Page	€760	€692	€669	€646
Quarter Page	€547	€498	€481	€465
Eighth Page	€301	€274	€265	€256

Living Poitou-Charentes is an A4 (297mm x 210mm) size magazine. All display advertisements should be provided with an extra 3mm bleed.

# Classified advertising rates €

6 x 1 (60mm x 36mm)	€60	€52	€48	€45
3 x 2 (30mm x 77mm)	€75	€67	€62	€58
6 x 2 (60mm x 77mm)	€115	€110	€94	€90

# Advertising deadlines

2008	Booking	Artwork	On sale
April/May	18/02/08	10/03/08	02/04/08
June/July	28/04/08	19/05/08	03/06/08
Aug/Sept	16/06/08	14/07/08	04/08/08
Oct/Nov	26/08/08	15/09/08	03/10/08
Dec/Jan 08/09	27/10/08	17/11/08	05/12/08

Live the dream





#### A letter from the editor



Living

elcome to Living Poitou-Charentes, the new FREE, bimonthly magazine for the English speaking community in Poitou-Charentes. Inspiring, real and useful, Living Poitou-Charentes is a dedicated regional magazine and embraces, celebrates and supports local life and commerce. Created to serve the thousands of English speakers living in, moving to or visiting the region it uniquely reflects their lives, aspirations

Editorially we focus on life within Poitou-Charentes, guaranteed to make the magazine 100% relevant and useful for its readers. We unearth stories that reveal all the exciting possibilities of life in this wonderful region and at the heart of the magazine are people who have fulfilled a quest - whether it is finding their dream home, pursuing an enterprising idea, or a talent they never knew they had.

Our editorial content is a broad mix and covers Events, People Profiles, Places to Visit, Food & Drink, Homes & Gardens, Artisans, Shopping and much more. The features are balanced with pages offering help and advice across a range of issues

from health and finance to settling in.

Each issue will give readers that just-right mix of inspiring stories and useful information to help them make the most of living in Poitou-Charentes.

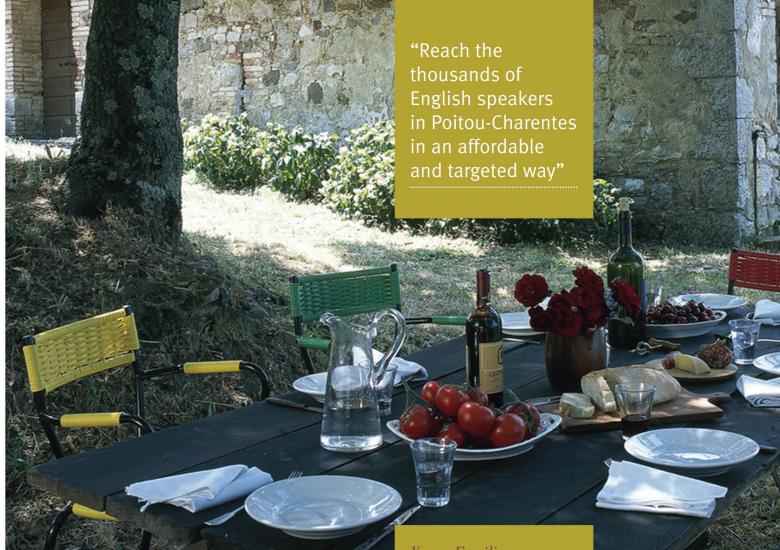
Living Poitou-Charentes is glossy, A4 in size, and with high production values it will give the magazine a long shelf life. Readers will refer back time and time again for ideas and inspiration.

Here at Living Poitou-Charentes we understand what our magazine needs to deliver to be successful for both readers and advertisers. We are passionate about creating an excellent magazine that greatly assists readers and local commerce within the region. For our advertisers Living Poitou-Charentes provides an excellent environment to showcase products to the many thousands of English speakers living and visiting

We would love to hear about your business and about your Poitou-Charentes so why not get in touch and find out how Living Poitou-Charentes can help you!

Nicki Wade - Editor and Publisher





### Reader profile

The Living Poitou-Charentes reader is sociable, discerning, and creative and aspires to the dream of living in the French countryside. Our readers are united in their love of France, rural living and a strong desire for a better quality of life for themselves and their families.

They support their local communities and like to take an active role in local events. They own their own homes, buy local produce and are prepared to invest in products that combine craftsmanship and authenticity.

They enjoy the simple pleasures in life such as good food, wine, going out, nature, socialising with family, friends and neighbours and of course shopping. They love to experiment, try new things and are enthusiastic about life in France.



#### Young Families

- 30-40 SOMETHING FAMILIES
- SELF EMPLOYED
- RUNNING A SMALL BUSINESS
- DIY AND RENOVATION FORMS A BIG PART OF THEIR LIVES
- MOVED TO FRANCE FOR

#### Retired and Active

- LIVING OFF PENSION AND
- ENTERTAIN REGULARLY
- HAVE 50:50 MIX OF FRENCH
- VISIT THE UK SEVERAL TIMES
- HOLIDAY IN FRANCE

#### Second Homeowners

- WORKING FULL TIME IN THE
- HIGH HOUSEHOLD INCOME
- RENOVATING LONG DISTANCE
- SPEND FREE TIME AT THEIR
- MOST ARE PLANNING TO MOVE TO FRANCE IN THE



