



# CORNWALL today media pack

REPRESENTING  
EVERYTHING  
GREAT AND GOOD  
ABOUT CORNWALL

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# YOUR LIFESTYLE MAGAZINE



## FOR ALL THINGS CORNISH

**A**ppealing to the more affluent reader, Cornwall Today uses stunning imagery and inspirational editorial to deliver a magazine that is both informative and evocative. Priding itself on its Cornish roots, it is widely viewed as the magazine to aspire to by both readers and advertisers.

Research shows that our readers share our passion for all things Cornish, and respond enthusiastically to a good business idea, which is why we are confident that those who advertise with us will have the opportunity to maximise their chances of success.

### Our readers

- Female 75% • Male 25% • Homeowners 73%
- 77% of respondents have purchased Cornwall Today for between 2 to 5+ years
- 58% of readers pass on their copy to family and friends or keep for reference

*Source: Reader survey 2016*

### Why advertise with us?

- Cornwall Today is a high-quality product, with a reputation as an authority on the county
- We have strong editorial
- We offer a free design service
- We offer long-term advertising potential

### The figures\*

- 5,000+ copies distributed to 330 outlets including retail, exclusive Cornish hotels and major tourist attractions.
- Estimated 12,000 readers per issue
- 1,300 copies mailed to subscribers (and growing)
- 5,800 followers on Facebook
- 49,300 followers on Twitter
- 2,438 followers on Instagram

*\*Collated November 2018*





**R**ather than tell you how great Cornwall Today is, we thought we'd let our readers, advertisers and contributors speak for themselves.

"As part of our advertising strategy we look for high quality publications that give us exposure to our target market. That publication locally is without a doubt Cornwall Today. We have received a huge amount of help from the advertising and design team, and the results speak for themselves; people from all over Cornwall and beyond are finding us."

*Elaine Skinner, design director, Camellia Interiors, Truro & Rock*

"Quality is at the forefront of everything we do and the same applies for who we advertise with. Cornwall Today is a natural fit – it shares our high standards and its team are a pleasure to work with. Its loyal readership, both in and out of county, is complementary to our audience, making it a valuable magazine for us to work with."

*Penelope Dale, marketing manager, Classic Cottages*

"Cornwall Today is such an original voice, bringing things quirky, significant and life-enhancing to the attention of people who would otherwise not have had the heads-up. Thank you for all the superb articles you've run on cathedral life over the years, especially the piece on our introduction of girl choristers to the cathedral choir, which I regard as the definitive archive record on how that historic event took place. It's great to have all of our esoteric nuances translated into language that captures the spirit of what we do so well, and in a way the uninitiated can relate to."

*Christopher Gray, director of music, Truro Cathedral*

"Cornwall Today is such a brilliant magazine and I was extolling its merits to a film crew last week, who were seriously impressed. You have always covered so many excellent stories and we were so grateful last week for our colourful coverage, which has been noticed by so many."

*Elizabeth Fortescue, owner, Boconnoc*

"I am delighted to hear that your excellent magazine is to live on, doubly so as I have two subscriptions. More power to your elbow."

*Sir Tim Rice, reader*

"We always look forward to Cornwall Today arriving here in Guernsey. Every month the magazine is so full of interest. This Cornish maid (St Austell born) and her husband wish you every success."

*Kay and Nigel Smith, readers*

"It is the only magazine I buy, quite simply because it is so very interesting – articles, photography and the varied subjects that you tackle, all of a very high standard."

*Marilyn Weston, reader*

"I have loved and visited Cornwall for over 50 years and will continue to do so for as long as possible. CT keeps me going until my next holiday."

*Christine Gardiner, reader*

"I have to live and work away from glorious Cornwall, and the sight of Cornwall Today each month cheers me up no end. No matter what I'm supposed to be doing, I have to sit down and look through the latest issue without delay. I'm amazed to read each issue and still find things I've not yet seen, experienced, sampled or visited."

*Angela Finnan, reader*

# advertising rates

We offer bespoke creative advertising solutions and will always do our best to accommodate any client's request - please contact us to discuss any requirements.

Outside Back Cover.....	£800.00	Half page horizontal.....	£250.00
Inside Front.....	£700.00	Half page vertical.....	£250.00
Inside Back.....	£700.00	Quarter page.....	£125.00
Gatefold.....	£POA	1/8 page.....	£65.00
Double page spread.....	£800.00	Property full page.....	£200.00
Full page.....	£500.00	Gallery listing.....	£50.00 per insertion

## Advertorial features

These can be written and photographed by the CT editorial team, or use your own material, which is subject to editorial approval and may be amended to reflect the house style.

DPS advertorial.....	£450.00	Full page advertorial.....	£300.00
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- Subscriber carrier sheet sent to subscribers: £152 (A4, double sided, mono)
- Tip-ons (where something is glued to the page/ad): £75 per 1,000
- Leaflet insertion: £75 per 1,000. Insertions limited to dimensions 297mm x 420mm max, weight up to 100g. For any inserts outside these dimensions, POA.
- Inside gatefold front cover, full-page card insert, bellybands, polybagging and printing onto polybag: POA
- Guaranteed premium position (eg early right-hand page): additional 10%
- Discounts for 3 / 6 / 12-month campaigns: 10 / 15 / 20%
- All rates subject to VAT at 20%

## CONTACT US

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**Subscriptions:** 020 7471 8169

**CORNWALL**  
today

# advertising features

## dimensions

Space	Height	Width
*Double page spread .....	297mm .....	420mm
	*with bleed 303mm .....	426mm
*Full page.....	297mm .....	210mm
	*with bleed 303mm .....	216mm
Half page (landscape) .....	136mm .....	195mm
Half page (portrait) .....	282mm .....	95mm
Quarter page.....	136mm .....	95mm
Eighth page .....	65mm .....	95mm
Gallery listing 14x2 .....	140mm .....	65.3mm

\*Please note: Full page and DPS size indicates the actual trim size of the magazine.  
Please supply 3mm bleed on all edges to ensure correct reproduction of artwork.  
Pull any important text 10mm from the edges on full page or double page spreads

## deadlines

Final deadline for **complete** artwork submission

<b>January 2019</b>	Monday, December 3 / Monday, December 17
<b>February 2019</b>	Friday, January 4 / Thursday, January 17
<b>March 2019</b>	Friday, February 8 / Thursday, February 21
<b>April 2019</b>	Friday, March 8 / Thursday, March 21
<b>May 2019</b>	Friday, April 5 / Thursday, April 18
<b>June 2019</b>	Friday, May 3 / Thursday, May 16
<b>July 2019</b>	Friday, June 7 / Thursday, June 20
<b>August 2019</b>	Friday, July 5 / Thursday, July 18
<b>September 2019</b>	Friday, August 2 / Thursday, August 15
<b>October 2019</b>	Friday, September 6 / Thursday, September 19
<b>November 2019</b>	Friday, October 4 / Thursday, October 17
<b>December 2019</b>	Friday, November 1 / Thursday, November 14
<b>January 2020</b>	Wednesday, December 5 / TBC