The Lady doesn’t imitate. Instead, it strikes its own distinct path on the newsstand.

The Lady is a unique brand with a long, colourful heritage. Its original 1885 mission statement promised that The Lady would ‘provide information without dullness, and entertainment without vulgarity, and be at once useful and necessary without ceasing to be bright and lively’. It also promised that in doing this, ‘we will not restrict ourselves to the old paths, but shall seek the aid of novelty’. Old-fashioned wording, perhaps, but the message is as relevant as ever.
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Features & Interviews
Editorial covers exclusive interviews, We actively seek out the stories no one else has. For the 100th anniversary of the Titanic sinking, we uncovered a previously unpublished survivor's account. The magazine has a stable of respected contributors, such as Thomas Blaikie and Jane Green.

Fashion & Shopping
The Lady has been an arbiter of style for almost 130 years. Our pages have been a continuous hallmark of quality, rising above trends in a timeless fashion for generations.
TRAVEL
Wendy Gommersall’s weekly travel column has become one of the most popular pages in the magazine, and is often expanded to cover everything from pet-friendly holidays and last-minute getaways, to cruises, walking holidays and spa breaks.

FOOD & WINE
The Lady’s readers love food, so every week we have the very best names in cooking, offering their latest recipes and top kitchen tips.

ENTERTAINMENT & ARTS
The Lady’s Reviews section has been expanded to include six pages of books, film, TV, radio, theatre and art. Our critics are some of the most respected in the industry.
PROPERTY

THE LADY

From a mere lick of paint to full restoration, with some properties a little imagination can go a long way, says Melonie Clarke

Harpton Court, Walton, Presteigne, Powys: £395,000

Harpton Court was the county seat of the Duff-Gordon family until the mid-1950s. There are five bedrooms and two bathrooms. It requires comprehensive restoration.


Limington House, Limington, Yeovil, Somerset: £2,200,000

Built in the late 17th century, this impressive Grade II listed house has six bedrooms plus staff accommodation and numerous outbuildings. The property is now in need of modernisation.


Askerswell House, Askerswell, Dorset: £1,500,000

Built originally for the Church in 1851. Set in eight acres, the house has four double bedrooms, two single bedrooms, plus four large attic rooms. Outside there is a coach house and stable block.

◆ Jackson-Stops & Staff, Dorchester: 01305-262123, www.jackson-stops.co.uk

Garth House, Brampton, Cumbria: £525,000

This imposing Grade II listed Gentleman’s residence has five bedrooms, three bathrooms, and three reception rooms. The property spans three floors and there is a leisure wing with a heated indoor swimming pool. The property is in good condition, but could benefit from some cosmetic updating.

◆ Savills Inc Smiths Gore, Carlisle: 01228-546400, www.smithsgore.co.uk

The Glebe House, Chichester, West Sussex: £1,250,000

Set in the South Downs National Park, this property has seven bedrooms, two bathrooms and four reception rooms. It enjoys stunning views from its elevated position. In need of renovation.

◆ Strutt & Parker, Chichester: 01243-832600, www.struttandparker.com

Kings Mill, Littlebury, Essex: £1,850,000

An 18th-century Grade II listed mill house that has been painstakingly restored by the present owners, keeping many of the original features. There are five bedrooms and the property is set in 3.8 acres. The original mill building, hay barns, grain store and associated working rooms are all intact and could be converted.

◆ Mullucks Wells, Bishop’s Stortford: 01279-755400, www.mullucks.co.uk

Old Mint House, Reigate, Surrey: £1,150,000

With origins dating back to the 16th century, this property has oodles of charm despite needing some modernisation. Set over three floors (one of which has been converted to a flat), there are seven bedrooms in total. The property has oil central heating and is set in 3.83 acres of land.

◆ Jackson Stops & Staff, Dorking: 01306-887560, www.jackson-stops.co.uk

ON THE MARKET... it’s got potential

SPECIAL FEATURES

A large range of different topics are covered in The Lady Magazine with our special spotlight features. They are always informative and interesting pieces which are current and relevant to our readership. Our features create the right platform for advertisers to get their message across whilst creating impact and awareness about the subject.

GARDENING & INTERIORS

Every week Sarah Langton-Lockton reveals inspirational ideas and tips for the garden.
The average Lady reader is 52, but the magazine's content should be of equal interest to both her daughter and her mother. The magazine is a place where three generations of women can meet, talk and laugh together.

The Lady is unique among women's weekly magazines in its ability to deliver a highly targeted, affluent audience, economically. It reaches a market with clearly defined demographic features. Its readers have a strong ABC1 bias and live in wealthy areas throughout the UK, with a particularly high representation in London and the prosperous Home Counties.

21% TL readership go to a gym at least once a month.
53% TL readership regularly garden
59% shop online for clothes.
64% use internet banking
Over two thirds of the total readership shop online
27% shop online for groceries at least once a month
28% purchase books online
25% own shares
46% have ISA's
40% Own 1 car and 36% own 2-3 cars
62% eat out at least once a month (Top Favourite Cuisines English, Italian and Indian)
62% visit the theatre at least twice per annum
62% visit an attraction at least once a year
65% consume wines at home

London & South East
South Western & Wales
Scotland
North Western
North East & North
Midlands
The trust and respect that The Lady commands is lent to our advertisers, who know that their advertisement will be seen by absolutely the right audience. The Lady magazine’s Display team can now deliver full cross-media solutions across our print and digital platforms to create well-rounded and robust campaigns, with complete integration with our brand. They are responsible for everything from sponsorship opportunities to standard display sizes, as well as representing the website space we have available.

The Lady is most famous for its Classified section, a marketplace that gathers every week with more than 100,000 buyers and sellers meeting through its busy pages. The Lady is a recognised marketplace for the promotion of special skills and services, travel, holiday property rentals and the recruitment of all types of domestic staff, pastoral school staff and carers. It is the publication for personal recruiters, agencies and job seekers to find their perfect match.

The Lady delivers a high-quality and high-volume response from a unique audience that cannot be reached elsewhere.

Circulation (per week) 28,537
Readership (per week) 100k+
Subscriptions 13k
Online Unique Users 427,786
Website Page impressions 571,169

ADVERTISING PLATFORMS PRINT
Display/ROP Advertising: With editorial that is not only informative, interesting and entertaining, your advertisement will be amongst good company. Prime sites at the front of the magazine will add impact to your advertising campaign.

Advertorials: Completely designed for you by our in house design team at The Lady Magazine, by using the same style as the rest of the editorial pages it gives the advertiser the same credibility as the editorial pages of The Lady.

Inserts: Gives flexibility of targeting our full readership or subscribers only, inserts are massively popular with The Lady Magazine and we are known to carry many Blue Chip organisations.

Subscriber Newsletter: Sent out at the end of every month to our 13000 weekly subscribers with a special note from our editor Sam Taylor exclusively for our print magazine subscribers, The Lady’s, most loyal readers.

Classified Advertising: The Lady has always been recognised for her extensive Classified section which includes many kinds of skills, services and a fantastic selection of UK and abroad travel/holiday options.

Recruitment: The Lady has always been known for having a strong Classified section which includes recruitment for domestic staffing, care services and independent schools. The Lady also has a powerful jobs board which has fast become an absolute essential for anyone seeking a domestic staff vacancy such as a housekeeper, carer, nanny or a position within a private school such as a Matron. The website works hand in hand with the publication making it stronger than ever before and unique as it is almost completely dedicated to jobs in these sectors.

ONLINE ADVERTISING PLATFORMS
Banners & MPU: Catch the attention of our online audience in conjunction with our print magazine readers and add an additional push to any campaign that is ideal for this niche, lucrative audience.

Advertorials: Bring your advertising to life with something special online; include competitions and reader offers that can be linked directly to your own website.

Email Newsletter: Sent out to over 80k weekly subscribers at their request, this is an ideal opportunity to promote to an active online readership. Flagging up the next edition of The Lady Magazine this newsletter is hugely popular and rapidly growing in numbers.
ADVERTISING RATECARD

CLASSIFIED RATES

Lineage................................................................. £26.50 for the first 10 words
Display................................................................. £35 pscc
Classified online standard................................. £150 – one year listing with images and links
Classified online premium................................. £250 – one year feature listing with images and links

DISPLAY RATES - (ROP)

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<tr>
<th>Size</th>
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<tr>
<td>Double Page Spread</td>
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<td>Half Page</td>
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<td>+30%</td>
</tr>
<tr>
<td>Advertorial</td>
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</table>

ONLINE ADVERTISING

Leader-board Banner............. £15 CPM
MPU.................................................. £20 CPM
Email Newsletter banner........... £700
Email Newsletter solus........... £2300

MONTHLY SUBSCRIBER NEWSLETTER

Full page.............................................. £1000
Half page......................................... £600
Eighth page................................. £300

RECRUITMENT RATES

Display......................................................... £57.60 pscc – includes both print and online coverage
Lineage, standard option........... £350 plus vat – 100 words – includes both print and online
Semi Display, Premium option......
**TECH SPECS**

**TECHNICAL SPECIFICATIONS - PRINT**

Display – 4 Columns to a page

FULL PAGE DEPTH/ WIDTH
4 Columns 270mm x 190mm
Bleed-off 303mm x 216mm
Trim Size 297mm x 210mm

HALF PAGE
x 2 Columns 270mm x 92mm
x 4 Columns 132mm x 190mm

QUARTER PAGE
x 1 Column 270mm x 44mm
x 2 Columns 132mm x 92mm
x 4 Columns 63mm x 190mm

Full Electronic Specification

We can accept native files of PDFs (PDFX1a) generated from the following industry standard applications:

- Adobe InDesign CS6 (or earlier versions)
- Adobe Illustrator CS6 (or older versions)
- Adobe Photoshop CS6 (or older versions)

We can also accept files through online file transfer services e.g. WeTransfer, Drop Box, wesendit etc.

When supplying files in native format please ensure that all supporting files such as images and fonts are included. All images should be CMYK or grey scale mode and should not contain any colour management profiles. All images should have a minimum effective resolution of 300dpi.

All colour spaces in the document should be in CMYK. Fonts used should preferably be Postscript or Open Type Format. Adobe Photoshop files should be flattened and supplied in maximum quality JPEGs, EPS or TIFF format. Please supply either a hard copy or PDF proof.

When supplying PDFs exported or distilled form the above applications, please use Adobe Acrobat 4.0 (PDF 1.3) compatibility to ensure that all transparency is flattened. Also ensure Acrobat 4.0 (PDF 1.3) compatibility to ensure that all transparency is flattened. Also ensure that all fonts are embedded. Can we advise / supply Flattener Transparency Presets and PDF Presets.

In addition to the above formats text can be supplied in a Word document, but all images must be sent as separate JPEGs, EPS or TIFF files.

If supplying in any of these formats, please allow the above guidelines, but also note that results from these applications are not always reliable. Please try to supply either an electronic or hard copy proof, otherwise no responsibility can be accepted for unexpected results.

**GENERAL ISSUES FOR ALL THE ABOVE FORMATS**

**RESOLUTION**

- Colour and grayscale – Effective resolution should be at least 300dpi
- Bitmap – Effective resolution should be at least 1200dpi

**COLOUR SPACES**

- All colour spaces should be CMYK or grayscale

**COLOUR MANAGEMENT**

- All files should be supplied without colour management / profiles. We will take no responsibility for incorrect reproduction caused by embedded colour management information.

**TRANSPARENCY**

- Supplied files should not contain any transparency.

We can accept email attachments. Files can be transmitted to us via email or our FTP server. Please phone for details. With all electronically supplied files the naming convention must include the magazine title, issue date and advertiser.

**TECHNICAL SPECIFICATIONS - ONLINE**

**Insertion**

**Dimensions**

- Leaderboards 728 x 90 pixels
- E-Newsletter Banner 400 x 131 pixels

**Maximum File Size**: 50KB

Formats: Animated GIF/ JPG, SWF, and PNG

**SUBSCRIBER NEWS LETTER**

**PAGE 1 DEPTH/ WIDTH**

Base: 70mm x 128mm
top right: 66mm x 62mm

**PAGEs 2,3 and 4 DEPTH/ WIDTH**

**Full page**

Text area: 190mm x 128mm
Bleed-off: 216mm x 154mm
Trim Size: 210mm x 148mm

**Half page**

Vertical: 190 x 62mm
Horizontal: 93mm x 128mm

**Quarter page**

93mm x 62mm
INSERTS AND DELIVERY CONTACT INFORMATION

Delivery
Inserts must be delivered to:
William Gibbons & Sons Ltd
Unit 41
Planetary Road Industrial Estate
Willenhall
West Midlands
WV13 3XT

Telephone: 01902 730011
Fax: 01902 865835

Deliveries must be made between 0800 and 1600. Deliveries between these times do not need to be booked in. Any deliveries outside of these hours will need to be arranged at least 24 hours in advance. Please phone for further advice.

LOOSE INSERTS
These inserts can be inserted either in single sheet form as multi page sessions.

Minimum size 148mm deep (spine) x 105 wide
Maximum size 20mm smaller in each dimension than the trimmed size of the magazine.

NUMBER OF PAGES
Single sheet to 32 pages (higher paginations by prior arrangement)

WEIGHT OF PAPER:
Single sheet Minimum 90 gsm

Single sheet Maximum 150 gsm (above 150gsm subject to prior approval)

Minimum 4 – 6 Pages 70 gsm
Maximum 4 – 6 Pages 130 gsm
Minimum 8 – 64 Pages 48 gsm
Maximum 8 – 64 Pages 80 gsm
Maximum 64 Pages 60 gsm

Single sheet inserts may run the risk of multiple feeding, but the incidence can be reduced by using a stock of at least 115gsm. On inserts with a lip, the lip should be minimum of half the size from the fold to back edge.

Concertina folded inserts are not suitable for machine insertion. These will have to be manually inserted at a higher rate.

Please note we require a sample of all inserts prior to agreement.

BOUND- IN INSERTS SIZE
Minimum portrait, before trimming 136mm deep (spine) x 105mm wide
Maximum portrait, trimmed size of the magazine.
Head trim: Please refer to your account handler for confirmation
Grind off allowance: 3mm
Full size inserts need a further 3mm foot trim & 3mm foredge trim

MINIMUM WEIGHT OF PAPER
Single sheet 90 gsm
4 – 16 Pages 75 gsm
150 gsm and over will be subject to approval.
4pp and above may have to be supplied in removable format, e.g. as a magnastrip.

All gatefold or other foldout should have a minimum paper substance of 75 gsm.

All foldouts require prior approval. Check with William Gibbons for imposition requirements.

Concertina folded inserts are not suitable for machine insertion.

Please call to discuss any further technical specifications in more detail.

PRESENTATION REQUIREMENTS
Loose inserts, Bound-in inserts
The inserts must be supplied bulk packed on pallets i.e. stacked on pallets in a neat and stable condition, uncurled and undamaged, clearly labelled with The Lady and issue date.

The placing of the inserts in boxes, large pallet boxes or cartons and / or the bundling of the inserts with straps or bands, may be acceptable but only by prior agreement with William Gibbons Production department.
Additional handling charges may be incurred, or the inserts rejected, where such prior agreement has not been obtained.
The inserts must be the same size for each run and bundles must not be shrink wrapped. Turns must be avoided but the minimum number of turns is set out as follows:

- Inserts under 8 pages - No Turns
- 8 – 12 page inserts - Turns of 500
- 14 – 30 page inserts - Turns of 100
- Inserts 32 page or over - Turns of 75

Deliveries are preferred on pallets size 800mm x 1200mm x 1000mm sturdy, capable of stacking, allow for four-way entry and must be well-protected through the use of top-boardings, corner protectors, shrink wrap and plastic cross straps. Metal straps are NOT acceptable. We will accept up to 10 loose cartons of inserts. Any more than this MUST be palletised.

Each face of each pallet/carton must have a label with the magazine name, the advertiser, quantity per pallet/carton and pallet/carton number (e.g. pallet 1 of 2), the issue date and any key codes. One insert must be attached to the outside of each pallet.

The maximum pallet height is one metre and the maximum pallet weight is one tonne.

Different versions of an insert or two consignments being sent together should be palletised separately. We will not accept responsibility for an incorrect insertion if different inserts or issue dates are mixed on one pallet.

Poorly presented pallets may be refused at the discretion of William Gibbons warehouse staff should they pose a risk to Health & Safety or if unloading is not possible due to unstable loads.

Wastage Allowance
A wastage allowance in excess of the booked quantity is required to be delivered as follows:

- Loose + 2%
- Bound & Wrapped + 2%

Delivery
Inserts must be delivered to:
William Gibbons & Sons Ltd
Unit 41
Planetary Road Industrial Estate
Willenhall
West Midlands
WV13 3XT

Telephone: 01902 730011
Fax: 01902 865835

Deliveries must be made between 0800 and 1600. Deliveries between these times do not need to be booked in. Any deliveries outside of these hours will need to be arranged at least 24 hours in advance. Please phone for further advice.

Key Coding
Please advise, in advance both publisher and printer, of any key codes or other variation to copy.

Delivery Documentation
All consignments must be accompanied by a delivery advice note showing the Insert Title, Magazine Title, Magazine Issue Date, Quantity and Number of Pallets.

Insert Overs
Insert overs will be destroyed on completion of binding.

Supplementary Conditions
Inserts not meeting the specifications or requirements in these delivery instructions may be subject to additional charges or can be rejected.