



loving the simpler things in life

LandLove

MEDIA INFORMATION

LandLove offers readers a chance to escape from the stresses and demands of modern life, celebrating a more traditional way of life and the beauty of the British countryside and its flora and fauna. It is in tune with nature and the changing of the seasons. It offers recipe ideas using seasonal British produce from the market, the garden and the hedgerows. It explores the most interesting places in the British Isles and rediscovers its most fascinating local customs and traditions. It includes practical advice and inspiration for those who garden and love crafts as well as celebrating the work of the traditional craftsmen. Most of all it's a treat, an escape into a better world. LandLove magazine gives access to an appealing world of rural beauty and tranquillity, celebrating a timeless way of life.

Full print run: **40,000**

Average monthly readership
(print, online): **160,103**

Female • 35-65+ • ABC1

Stockists: Sainbury's, Tesco, Waitrose,
WHS Travel, WH Smith, Martin, McColls and
independent retailers



LandLove magazine

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LandLove.com

18,000+
UNIQUE
USERS

27,000+
VISITORS

100,000+
PAGE
IMPRESSIONS

26,000+
TWITTER
FOLLOWERS

ALL STATS BASED ON A THREE MONTH AVERAGE

ADVERTISEMENT PRINT RATES – Ex VAT

• DPS	£4,750
• Cover	£2,850
• Page	£2,495
• Half	£1,300
• Quarter	£700
• Classified – Page	£1,500
• Classified – Half	£900
• Classified – Quarter	£500
• Classified – SCC	£30

COMPETITION RATES

Full page competition (prize value must be a minimum of £1,000) £400
 Half page competition (prize value must be a minimum of £500) £250

EDITORIAL/AD PACKAGES

We offer a range of editorial and advertising packages dependent on your company needs. Contact Lauren Gale who will put together a package tailored to you. Potential editorial includes: product pages, top 10 round-up, events listing and restaurant review.

EDITORIAL PILLARS

- Countryside
- Wildlife
- Nature
- Traditional customs
- Gardens
- Food
- Arts and crafts
- British traditions
- Country people
- Travel in Britain
- Seasonality
- Reader events

WHY LANDLOVE.COM?

LandLove celebrates a more traditional way of life and the beauty of the British countryside and its flora and fauna. Keep up to date with the latest countryside news, events and all you need to know about country life. It explores the most interesting places in the British Isles and rediscovers its most fascinating local customs and traditions. It includes practical advice and inspiration for those who garden and love crafts as well as celebrating the work of traditional craftsmen and talented artisan producers, with a wealth of delicious recipes. Most of all it's a treat, an escape into a better world. Join us as we enter an appealing world of rural beauty and tranquillity, celebrating a timeless way of life.

DISPLAY SPECIFICATIONS

MECHANICAL SPECIFICATIONS – Hmm x Wmm

SIZE	TRIM SIZE	BLEED AREA
DPS	297 X 460	303 X 466
FULL PAGE	297 X 230	303 X 236
HORIZONTAL HALF PAGE	145 X 230	150 X 236
VERTICAL HALF	297 X 108	303 X 111
QUARTER PAGE	135 X 100	

COPY DEADLINES

ISSUE	AD DEADLINE	ON SALE
JAN / FEB	20/11/17	07/12/17
MARCH	15/01/18	01/02/18
APRIL	12/02/18	01/03/18
MAY	13/03/18	05/04/18
JUNE	16/04/18	03/05/18
JULY / AUGUST	18/05/18	07/06/18
SEPTEMBER	16/07/18	02/08/18
OCTOBER	17/08/18	06/09/18
NOVEMBER	17/09/18	04/10/18
DECEMBER	12/10/18	01/11/18
JAN / FEB	19/11/18	06/12/18



BANNER £1,200 pcm

SKYSCRAPER £1,500 pcm

MPU £1,000 pcm

FOOTER BANNER £1,000 pcm

ONLINE RATES (EXCL. VAT)

Banner	£1,200 pcm	Videos	From £800 pcm
MPUs	£1,000 pcm	Footer banner	£1,000 pcm
Background	£2,000 pcm	Competitions opt in data	0.45p per opt in
Skyscrapers	£1,500 pcm	Advertorial	£500
Pop up	£4,000 pcm	Freebie Friday	£350



LandLove newsletter

SENT TO
18,000+
PEOPLE

23%
OPEN
RATE

40%
CLICK
THROUGH

ALL STATS BASED ON A THREE MONTH AVERAGE

LANDLOVE NEWSLETTER

The LandLove newsletter delivers a weekly round-up of website news and stories, including features and competitions. Subscribers are growing at a fast pace and it provides a valuable opportunity to get your brand out to a wide audience.




NEWSLETTER RATES (excl. vat)




Header banner	£250 per slot
Mid-page banner	£400 per slot
e-shots newsletters	£800

CONTACT US


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HEADER BANNER £250 per slot

Follow us on:   

NEWS | **PROJECTS** | **RECIPES** | **ANIMALS** | **LIFESTYLE** | **WIN**




Ben Fogle urges Britain to become nation of beekeepers

Fogle is seeking to raise awareness to the plight that the bee faces in Britain.

[Read about it here >](#)


MID-PAGE BANNER £400 per slot



Big cats are breeding in the UK, expert claims

An expert has claimed that leopards and pumas are breeding in the UK.

[Find out about the study here >](#)



New species of bee found in England

The bee was discovered in a small Greenwich park.

[Find out about the new species here >](#)

