

A woman with long brown hair stands on a wooden deck in a rural setting. She is wearing a long, flowing, white dress with a dark floral pattern and a high collar. She is holding a large, dark, fur-like object. The background features a large tree, a wooden fence, and a grassy field. The overall mood is serene and natural.

COUNTRY & TOWN HOUSE

MEDIA PACK 2016



THE BEST OF BOTH WORLDS

Country & Town House is the only monthly magazine for people who wish to and can afford the best of town and country living. Aspirational and luxurious, the magazine celebrates the best things in life from property, interiors, food, travel, fashion, beauty, arts and culture to the finest watches and jewellery.

SUPPLEMENTS & SPECIAL ISSUES

Each year, *Country & Town House* publishes several supplements and special issues either banded alongside or included within the main issue. These increase news stand sales and provide unique sponsorship and advertising opportunities. Whether it's the top hotels in the UK or the best private schools in the country, *Country & Town House's* special issues are kept throughout the year as must-have reference resources.



GREAT BRITISH BRANDS

Edited by one of the UK's best luxury experts, *Lucia Van der Post*, and featuring writers such as *Simon de Burton*, *Annabel Davidson*, *Fiona Duncan*, *Adam Edwards*, *William Sitwell* and *Tom Stubbs*, **GREAT BRITISH BRANDS** is a unique showcase of the very finest products and companies that the UK has to offer, from art and culture, automotive, beauty, sports, fashion, hotels, design and technology to accessories, property, watches and jewellery. It is destined to become an industry bible.

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SUPPLEMENT PUBLISHED:  
JANUARY



## SCHOOL HOUSE

**SCHOOL HOUSE** is the UK's largest guide to independent education. Edited by *Annabel Heseltine*, this biannual magazine and directory features contributors including *Rachel Johnson*, *Barnaby Lenon*, *Christina Odone* and *Yasmin Alibhai-Brown*. **SCHOOL HOUSE** is an indispensable resource for parents, providing them with the latest educational news and a tailor-made guide to the very best London and country schools.

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SUPPLEMENT PUBLISHED:
MARCH & OCTOBER



GREAT BRITISH HOTELS

Editor *Fiona Duncan* uses her extensive experience and knowledge of the UK's luxury hotel market to edit **GREAT BRITISH HOTELS**, a glossy 180-page directory, which showcases her personally curated selection of hotels we all want to stay in, found within the key tourist hotspots of Devon & Cornwall, the West Country, Hampshire & the Isle of Wight, London, the Home Counties, the Cotswolds, Wales & the Marches, East Anglia, Mid Country, The North, Scotland and Ireland.

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SUPPLEMENT PUBLISHED: JULY



## ON WATCH

Featuring the latest news from the finest international watchmakers, features and interviews, **ON WATCH**, edited by *Simon de Burton*, is a 40-page extended section dedicated entirely to the world's most beautiful timepieces. Whether it's meeting *Cindy Crawford*, going behind the scenes at the UK's fastest growing watch marque, *Bremont*, or learning your chronometer from your chronograph, watch experts and ingenues alike will have plenty to learn.

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SPECIAL ISSUE PUBLISHED:
JULY



ON PEG

Huntin', shootin' and fishin' is part of the UK's cultural DNA. **ON PEG**, edited by *Charlotte Metcalf*, not only features style guides, events and recipes, but also covers some of the UK's less common sports such as hawking, stalking and off-road driving, providing a complete look at our sporting heritage. It also features interviews with key sporting figures, authors and entrepreneurs and appeals to everyone from those who merely enjoy getting out into the real countryside to the expert shot.

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SPECIAL ISSUE PUBLISHED:  
SEPTEMBER



## JEWELLERY & WATCHES

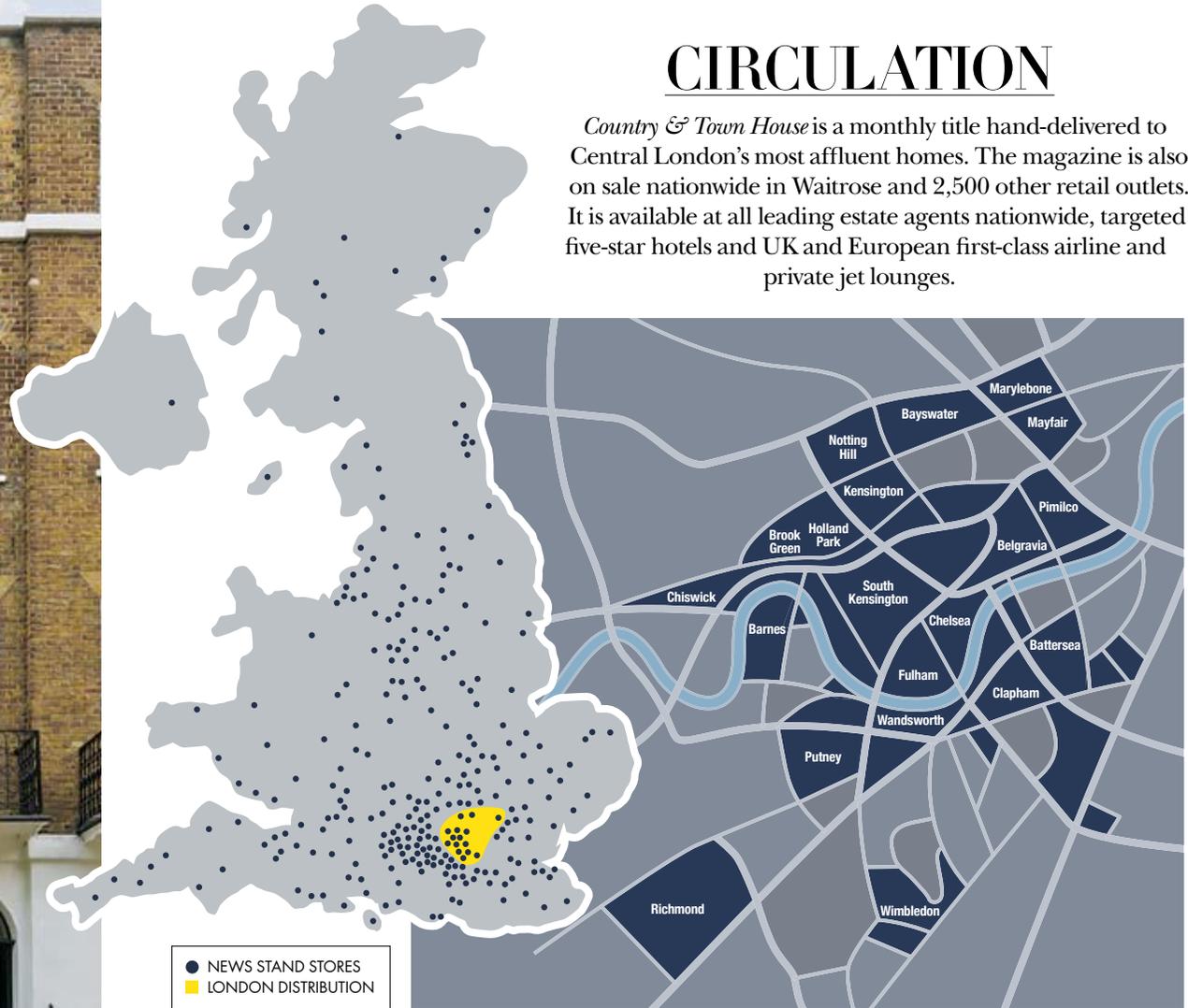
*Annabel Davidson* is an expert on all things sparkly. As editor of *Vanity Fair On Jewellery*, and contributor to *thejewelleryeditor.com* and *The Telegraph Luxury* online, she brings her knowledge and love of jewellery to editing our annual watch and jewellery supplement, out just in time for Christmas each year. She has also gathered the aristocracy of Watches & Jewellery journalism to contribute, including *Tim Barber*, *Vivienne Becker*, *Simon de Burton*, *Nick Foulkes* and *Gaia Geddes*.

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SUPPLEMENT PUBLISHED:
NOVEMBER

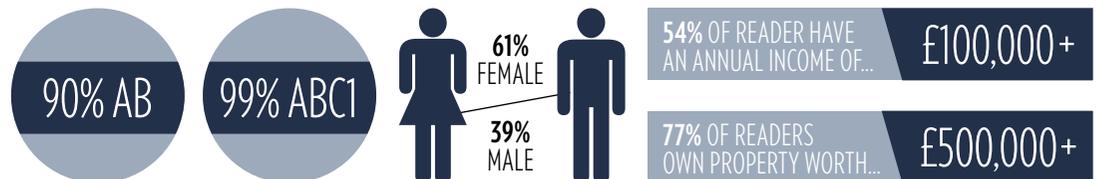


CIRCULATION

Country & Town House is a monthly title hand-delivered to Central London's most affluent homes. The magazine is also on sale nationwide in Waitrose and 2,500 other retail outlets. It is available at all leading estate agents nationwide, targeted five-star hotels and UK and European first-class airline and private jet lounges.



Country & Town House has a readership of 150,000



LIFESTYLE ADVERTISING

LUXURY & LIFESTYLE ADVERTISERS

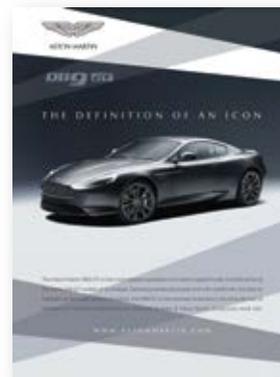
Adler, Aga, Annoushka, Alexander McQueen, Asprey, Aston Martin, Audemars Piguet, Bentley, Boodles, Breitling, Bulthaup, Burberry, Cartier, Chanel, Christie's, Drummonds, Dubarry, Ettinger, Graff, Harrods, Harry Winston, Hunter, Jaeger-LeCoultre, Mont Blanc, Nina Campbell, Patek Philippe, Piaget, Rolex, Savoie Beds, Smythson, Sotheby's, Tiffany, Vivienne Westwood, William & Son and Zenith.



DPS	
Gatefold Cover	£15,000
Inside Front Cover 1	£12,250
Inside Front Cover 2	£10,250
Inside Front Cover 3	£8,525
1st DPS after contents and front half	£6,250
DPS Advertorial (includes all in-house production)	£6,500
ROM DPS	£4,675



FULL PAGES		FRACTIONAL ROM	
Outside Back Cover	£8,525	Half DPS	£3,500
Right Facing Contents	£6,250	Half Page	£1,650
Inside Back Cover	£5,445	Quarter Page	£990
1st Right Hand Page	£3,950	Vertical Strip	£1,150
2nd Right Hand Page	£3,500	INSERTS	
Run of mag	£2,750	Loose inserts per 1,000 (minimum 5,000)	£70
Specified position	£3,125		



PROPERTY ADVERTISING

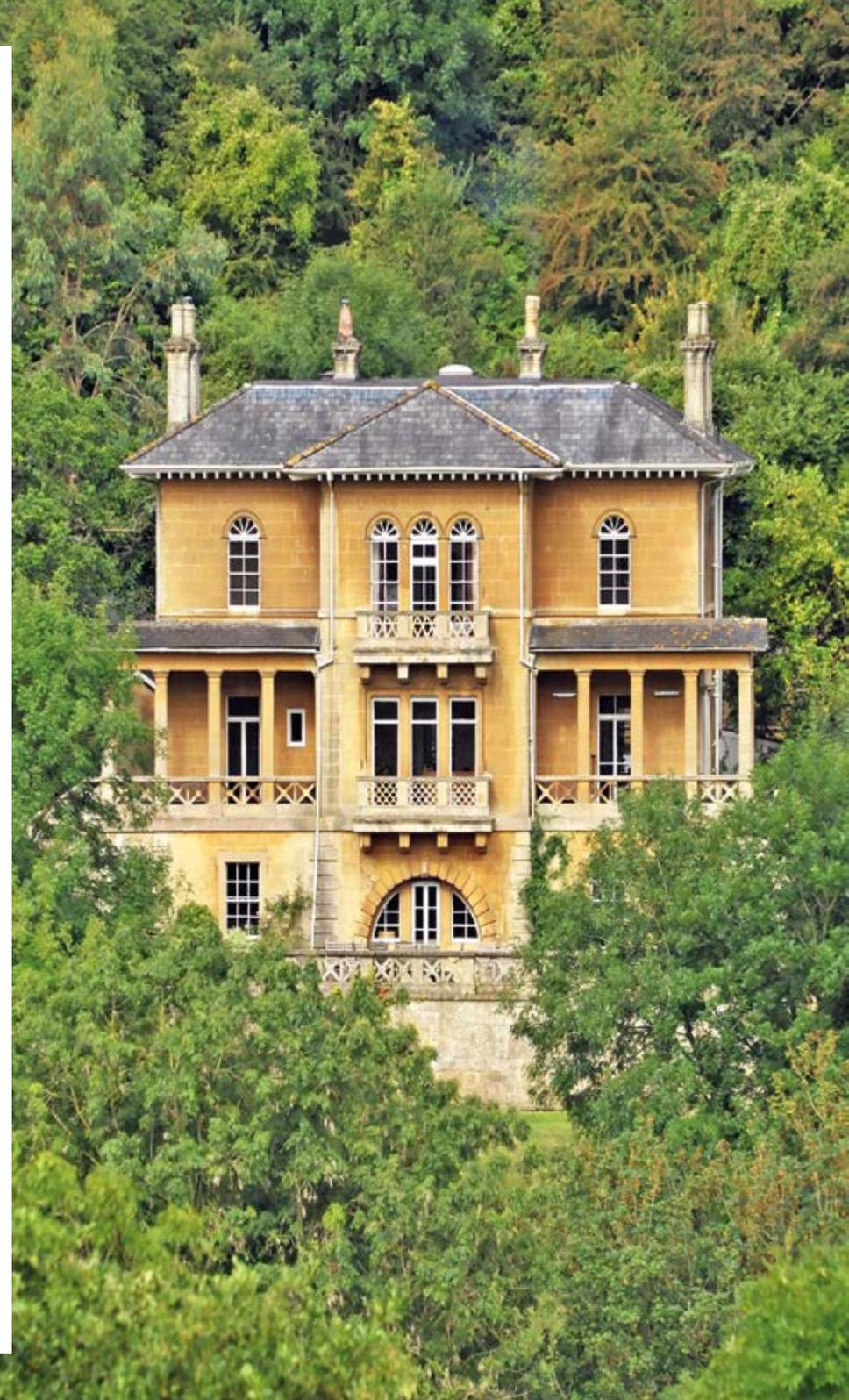
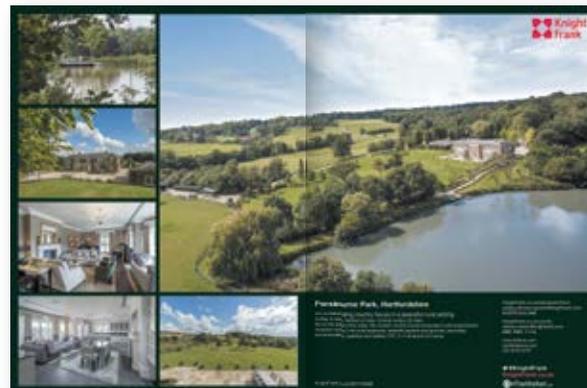
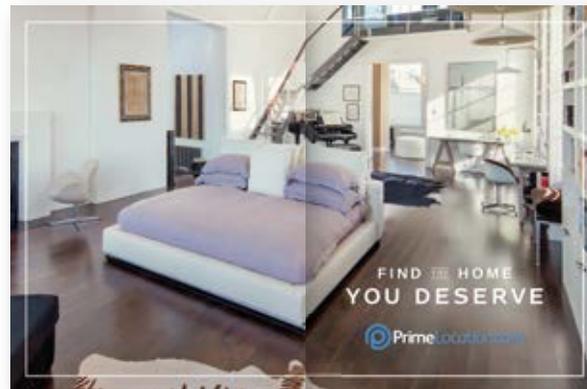
PROPERTY ADVERTISERS

Ayrton Wylie, Cheffins, Hamptons International, Humberts, Knight Frank, Marsh & Parsons, Russell Simpson, Savills, Sotheby's, Spencers of the New Forest, Strutt & Parker, Wetherell and Winkworth.

PROPERTY RATES

Full Page £700

For more details please contact
 Fiona Kirkness on 07809 736 219
 or email fiona@countryandtownhouse.co.uk



PRODUCTION SCHEDULE 2016

Issue	Title	Theme	London Distribution	On Sale
January	C&TH Great British Brands (<i>Supplement</i>)	Lifestyle	Fri 4 Dec	Wed 9 Dec
February	C&TH	Men's	Fri 8 Jan	Wed 13 Jan
March	C&TH School House (<i>Supplement</i>)	Travel	Fri 5 Feb	Wed 10 Feb
April	C&TH	Interiors	Fri 4 Mar	Wed 8 Mar
May	C&TH	Family	Fri 8 April	Wed 13 April
June	C&TH	Arts	Fri 6 May	Wed 11 May
July	C&TH Great British Hotels (<i>Supplement</i>)	Watches (<i>Special Issue</i>)	Fri 3 June	Wed 8 June
August	C&TH	Spa Guide	Fri 8 July	Wed 13 July
September	C&TH	Country Sports (<i>Special Issue</i>)	Fri 5 Aug	Wed 10 Aug
October	C&TH School House (<i>Supplement</i>)	Interiors	Fri 9 Sept	Wed 14 Sept
November	C&TH Jewellery & Watches (<i>Supplement</i>)	Country Chic	Fri 7 Oct	Wed 12 Oct
December	C&TH Men's (<i>Supplement</i>)	Luxury	Fri 4 Nov	Wed 9 Nov

ONLINE ADVERTISING

countryandtownhouse.co.uk is the one-stop website for the latest in the best of town and country living, with in-depth coverage of up-to-the-minute developments in British luxury from expert writers within their field. Aspirational and luxurious, it is a celebration of the country's greatest brands and the arenas that they operate in – from fashion, interiors, food, property, beauty and jewellery, to travel, arts and culture.

NEWSLETTER

The weekly email newsletters from countryandtownhouse.co.uk offer subscribers a sneak preview and round up of stories and events. They are designed by the editorial team to compliment the website's content and direct the reader to specific relevant posts.

SPONSORED POSTS

A sponsored post (or advertorial) can be created by the editorial team. Please supply us with 500–700 words along with images to illustrate the piece (over 1mb). This will then be written in house style, before being signed off and approved.

PACKAGES AVAILABLE

	BANNER TYPE	EXTRAS	PRICE
Package 1	Vertical Skyscraper	1 x mention in newsletter	£750
Package 2	Leaderboard	2 x mentions in newsletter	£1,250
Package 3	Leaderboard & Vertical Skyscraper	2 x mentions in newsletter 1 x sponsored post	£2,000
Package 4	Sponsorship of whole site	3 x mentions in newsletter 2 x sponsored post	£3,950

All packages include promotion via social media channels – Twitter and Facebook.



[@countryandtown](https://twitter.com/countryandtown)
[f/countryandtownhousemagazine](https://www.facebook.com/countryandtownhousemagazine)



WWW.COUNTRYANDTOWNHOUSE.CO.UK



ARTWORK SPECIFICATIONS

All artwork should be supplied to pass4press PDF specifications. Further information and settings can be downloaded from the web address below. When creating PDF files please apply cropmarks, 3mm bleed and embed all fonts. www.ppa.co.uk/all-about-magazines/production/pass4press

All images incorporated within the advert should be high resolution (300 dpi) and CMYK or Greyscale colour mode, not RGB. The colour profile is *Europe ISO Coated FOGRA 27* or *FOGRA 39*.

ADVERT SIZE	TRIM (H x W)	BLEED (H x W)
Double Page	298 x 450 mm	304 x 456 mm
Full Page	298 x 225 mm	304 x 231 mm
Half Page Vertical	263 x 95.5 mm	
Half Page Horizontal	129.5 x 195 mm	
Quarter Page	129.5 x 95.5 mm	

ONLINE BANNERS

We offer four different banner options, detailed below. Please supply artwork and a URL address for the banner to link through to. Adverts go live on the 1st of each month. Artwork deadline: 25th of each month.

BANNER TYPE	HEIGHT	WIDTH	DISPLAY	FILE FORMAT
Leaderboard	150 pixels	1170 pixels	Top of main homepage	Animated GIF (3 loops or 15 seconds) or static JPEG
Category Page	90 pixels	728 pixels	Top of category/landing pages	
Medium Rectangle	250 pixels	300 pixels	Site wide side bar	Colour Mode: RGB Image Quality: 72dpi Max File Size: 40kb
Vertical Skyscraper	900 pixels	240 pixels	Site wide side bar	

INSERTS

MAXIMUM INSERT SIZE	(H) 270 MM	(W) 200 MM
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For all artwork queries please contact Country & Town House Production Department on 020 7384 9017

TESTIMONIALS

LIFESTYLE

'We have seen a significant response in our London stores as a direct result of advertising in Country & Town House.' **ANNOUSHKA**

'We love Country & Town House magazine. Thanks to its top-notch editing and spectacular features, it attracts the type of reader who encapsulates our target market, which is why we advertise with C&TH month after month.'

JOSEPHINE HOME

'C&TH's Great British Hotels is a fabulously mouth-watering collection of all sorts of properties. While a must-read not just for 'staycationers', I reckon it should be winging its way in the direction of overseas visitors planning a grand tour of the land. Am extremely proud that Barnsley House, Calcot and Bowood are all there - I would have felt very dejected if I had picked up the June issue and they hadn't been part of the offering.'

CHARLOTTE DOHERTY

'Just to say what fun the mag C&TH is – my husband and I were fighting over it. Glossy contributors, really good content and nicer to look at than House & Garden.' **RACHEL JOHNSON**

'Just saw C&TH's Great British Hotels and we feel very proud to be in. For what it is worth, it is objectively an absolutely superb piece of work, beautifully produced. In a world littered with the noise of too much information it is, for your end readers, a wonderful resource and proof positive in the value of curated trust worthy content and style.' **THE BECKFORD ARMS, WILTSHIRE**

'Country & Town House is certainly one of my top magazines and has a great balance of everything I want to read about. As someone who is fortunate to have a home in both the country and town it is essential reading.'

TAYLOR HOWES DESIGN

PROPERTY

'Last month we sold two of our loveliest houses as a direct result of buyers seeing them in Country & Town House. One at £1.85m and another at £10m. We love the magazine.' **STRUTT & PARKER**

'As a direct result of the magazine two London parties arranged a viewing and both made an offer. A sale was agreed to one of the parties and contracts exchanged and completed soon after.'

CHEFFINS

'At Savills we are proud to advertise our clients properties' in Country and Town House as it's both a top end magazine but also has articles that appeal to all interests.' **SAVILLS**

CONTACT US

For further information on advertising please call Arabella Boardman on 020 7384 9011 or email advertising@countryandtownhouse.co.uk

COUNTRY & TOWN
HOUSE

