

CIRCULATION OF OVER

34,000

AUDIENCE

Reaches ABC 1, rural home owners living in households with a high disposable income

CLA MEMBERS

Over half of all rural land in England and Wales is owned or managed by a CLA member

Land & business

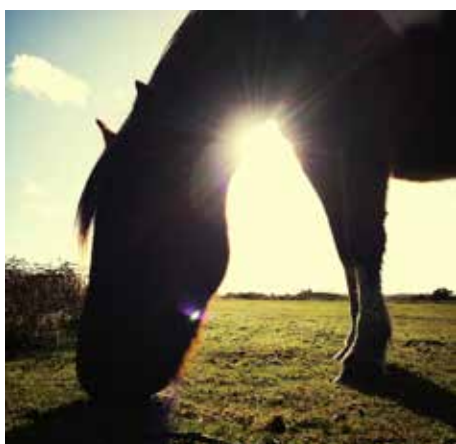
MEDIA PACK 2015



BOOK YOUR ADVERTISING SPACE

in the membership magazine of the Country Land & Business Association
T: 01242 259249 | E: mark@fellowsmedia.com | W: store.fellowsmedia.com





Features list

Every issue is mailed to members of the CLA monthly and features a wealth of interesting articles and advice from the CLA

- January** Canines
- February** Outbuildings
- March** Grasscutting
- April** Compact Tractors
- May** Ponds and Lakes
- June** ATV/UTV
- July** See us at The Gamefair
- August** Get ready for the shooting season

- September** Woodburning
- October** Country Life
- November** Forestry
- December** Renewables

Distribution

Land & Business is distributed to all CLA members across the UK

- 34,000 monthly distribution
- Sent direct to members home address by Royal Mail in secure poly bagging
- Published by 1st of every month



Schedule 2015

Issue	Ad booking deadline
January	10 December
February	9 January
March	10 February
April	10 March
May	10 April
June	8 May
July	10 June
August	10 July
September	10 August
October	10 September
November	9 October
December	10 November

WHAT IS THE CLA?



The CLA is the membership organisation for owners of land, property and businesses in rural England and Wales.

Anyone who owns rural land will benefit from joining the CLA. They provide free and unlimited specialist advice on every aspect of land ownership – matters of law, taxation, environment, planning, land use and rural economy as well as direct support – and also run a comprehensive programme of business and social events to meet their members' needs.

The CLA uses its expertise and experience on rural matters to promote their members' interests and to influence government at all levels. The CLA are the rural economy experts and speak for everyone who believes in a living and working countryside.

LAND & BUSINESS MAGAZINE

Would your business benefit from connecting with a high-spending audience responsible for over half the rural land in England and Wales? Could you profit from reaching over 34,000 CLA members every month? If the answer is 'Yes', 'Land & Business' magazine – the membership magazine of the CLA – is the ideal place for your product.

For advertising booking enquiries contact Fellows Media:

Contact Mark Brown, Philip Murray or Jacob Holmes on 01242 259249 or email: mark@fellowsmedia.com, philip.murray@fellowsmedia.com, or jacob.holmes@fellowsmedia.com

NEW! Now available to book online at store.fellowsmedia.com

WHO READS LAND & BUSINESS?

Land & Business readers are:

- Land owners in rural Britain owning from five acres up to large country estates
- Passionate about the British countryside and everything within it
- Purveyors of goods and services for the rural sector from lawnmowers to dog food
- Individuals and businesses interested in all aspects of land management and who seek information and advice on many topics, especially legal matters, such as planning and rights of way

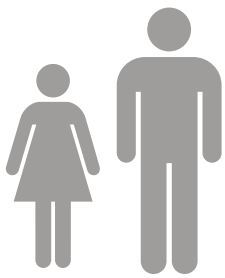
Target market

- ABC1 home owners living in households with a high disposable income
- Rural land and estate owners
- Those interested in all aspects of country life and country pursuits
- Affluent rural dwellers

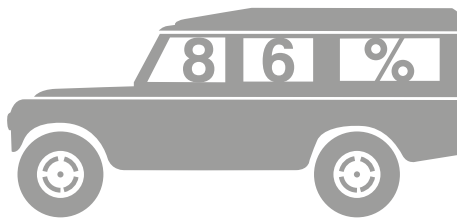
Reader profile

- Households earning over £75,000+ per annum
- 70% have a ride on mower or ATV
- 70% own woodland
- 76% own at least one dog
- Average age of readers 45-64 years old
- 95% of readers are over 35 years old
- 80% are actively involved in shooting
- 77% of members have a lake/pond/river on their land
- 57% are socio-demographic group A and B
- 81% are married families
- 86.85% are affluent achievers (matched against Acorn profiling categories)

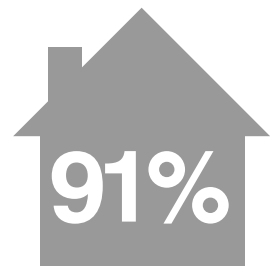
Over half of all rural land in England and Wales is owned or managed by a CLA member



40% female and 60% male



86% own a 4x4 vehicle



91% own their own property

WHY ADVERTISE?

- Land & Business reaches **34,000 affluent country dwellers by direct subscription**
- **Targeted circulation** ensures that your products reach an interested audience
- An **enthusiastic and passionate readership which spends regularly** on products and services
- A very **well respected** organisation and magazine
- An established, well read and high circulating magazine **ensures high levels of response from adverts.**

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CLA LAND & BUSINESS MECHANICAL DATA

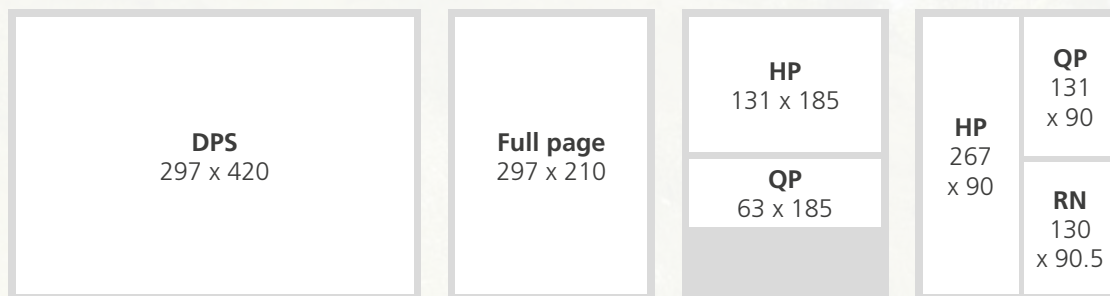
	Type area	Trim size	Inc. 3mm bleed (on all 4 sides)
	(height by width)		

DISPLAY

DPS	267mm x 395mm	297mm x 420mm	303mm x 426mm
Full Page	267mm x 185mm	297mm x 210mm	303mm x 216mm
Half Page (landscape)	131mm x 185mm	146mm x 210mm	152mm x 216mm
Half Page (portrait)	267mm x 90mm	297mm x 102.5mm	303mm x 108.5mm
Quarter Page (landscape)	63mm x 185mm	–	–
Quarter Page (portrait)	131mm x 90mm	–	–

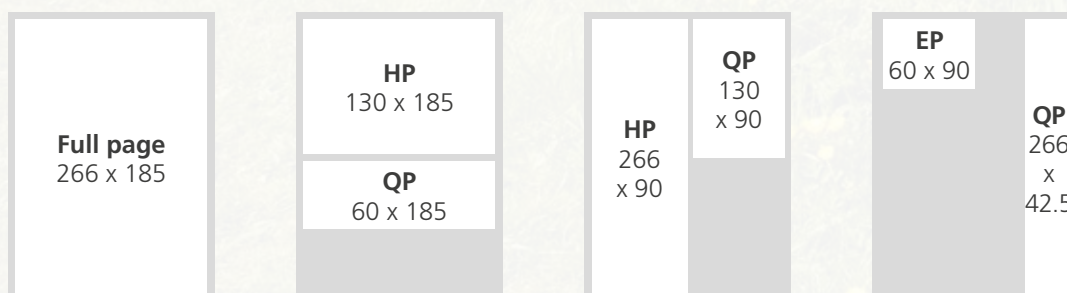
REGIONAL NEWS

Quarter Page (portrait)	130mm x 90.5mm	–	–
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CLASSIFIED

	(height by width)		(height by width)
Full page	266mm x 185mm	6 x 1 column	60mm x 42.5mm
Half Page (portrait)	266mm x 90mm	4 x 4 column	40mm x 185mm
Half Page (landscape)	130mm x 185mm	4 x 2 column	40mm x 90mm
Quarter Page (portrait)	130mm x 90mm	4 x 1 column	40mm x 42.5mm
Quarter Page (portrait strip)	266mm x 42.5mm	3 x 2 column	30mm x 90mm
Quarter Page (landscape)	60mm x 185mm	3 x 1 column	30mm x 42.5mm
Eighth page	60mm x 90mm	2 x 3 column	20mm x 137.5mm



REGIONAL NEWS

Land & Business also offers access to a regional audience besides a national one. We now offer solus quarter page regional news adverts for £720 plus VAT per month. This is a fantastic opportunity to reach members of the CLA in your area. You have a choice of six regions, South East, South West, Eastern, Wales, North and Midlands.



RATES**

Display rates

Cover position - £2,580
 Full page - £2,220
 Half page - £1,240
 Quarter page - £720
 Guaranteed position – plus 15%

Classified rates

Quarter page - £530
 Eighth page - £330
 6cm x 1 col - £170
 4cm x 1col - £110
 4cm x 2 col - £220
 3cm x 2 col - £170
 Mono adverts – less 10%

Multiple insertion discounts

3 insertions – 10%
 6 insertions – 15%
 12 insertions – 25%

CLA member rates

Special rates available on request

Regional news

Quarter page – £720

Business listings

Listing – £30
 Logo Listing £50
 Premium Listing – £75

Loose inserts

Loose inserts accepted by arrangement and rates available according to weight of the item

** all prices are exclusive of VAT

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NEW! Book online at
store.fellowsmedia.com



BUSINESS LISTINGS

We now offer advertisers the unique opportunity to gain exposure to the exclusive CLA market. Advertisers can now promote their business in a simple and cost effective way. Remember, if you're not in the magazine you can't get the response you desire. There is a minimum booking of six required.



L&B Listing

- Category heading
- Company name
- Telephone number
- Website address

L&B Logo Listing

- Category heading
- Company name
- Telephone number
- Website address
- + **Company logo**

L&B Premium Listing

- Category heading
- Company name
- Telephone number
- Website address

- Company logo
- + **Email address**
- + **15 word description**
- + **Highlighted within a coloured box**



DIGITAL ADVERT SPECIFICATION

All advertising artwork is managed by Fellows Media. Please send all copy to: Fellows Media Ltd, The Gallery, Manor Farm, Southam, Cheltenham GL52 3PB

Tel: 01242 259241

Email: production@fellowsmedia.com

Supply of artwork for your advertisement:

We would prefer advertisement artwork to be supplied complete as high resolution PDF files (see specs below) but we can also create your advert if required, to one of our templates, free of charge – please supply text, photo images and your logo (please ensure that all picture files are 300dpi and saved as TIFFs, EPSs or JPEGs. Text should be supplied as MS Word files. If you would like to use specific fonts, please supply them.) You will be contacted by our studio once your booking is made, when we can clarify artwork detail.

PDF: Adverts should be supplied as high-resolution PDF files. All components must be minimum 300dpi and CMYK. No RGB, LAB, spot will be accepted. All images and fonts must be embedded. Full page adverts must have 3mm bleed. All images must be 300dpi and not used greater than 100%. Transparency must be flattened to pass4press specifications (see www.pass4press.com)

Jpeg/Tif files: If the advert is supplied as a flat image file the resolution must be a minimum of 300dpi and supplied as CMYK. Files must not contain layers. Full page adverts must have 3mm bleed.

We cannot accept Microsoft Word, Powerpoint or Publisher documents.