

resource

GLOUCESTERSHIRE LIFE+STYLE



resource is a first in Gloucestershire: a sophisticated, stylish, contemporary publication designed to reflect the increasing desirability of the county and its discerning, design-savvy residents and visitors, who appreciate the finer things in life.



resource (ree-sawrs) *noun*

A source of supply, support or information, esp. one that can be readily drawn upon when needed.

As the name suggests, the magazine is an invaluable source of up-to-date information on all that is stylish and desirable. We offer an insiders' look at the hottest trends in fashion, travel, property, gastronomy and health and beauty, exploring and informing on the best that Gloucestershire has to offer, as well as bringing you the latest must-know lifestyle news from around the globe. Content is informative, intelligent, irreverent.

We work with only the best – never buying-in editorial, we work with an international team of freelancers and experts, ensuring a fresh and diverse perspective, stunning visuals and content that reflects the lifestyle needs of our discerning readership.

Why advertise with **resource**?

Resource attracts the newest breed of resident and visitor: professional, high-net-worth individuals with a keen eye for style and enormous spending power. These affluent consumers actively buy into the products and services they read about in the magazine.

The quality of our content and design is where we stand alone from our competitors and is how we engage our readership, giving an unrivaled opportunity to expose your product or service to a highly engaged and receptive audience.

Specific lifestyle sections making the magazine easy to navigate: local news & events, fashion & beauty, property & interiors, motoring, travel, and arts & culture

Our unique 16-page resource directory offers our readers an at-a-glance reference to some of the county's most respected businesses

Resource is a high-quality local magazine with a global outlook and newsstand quality

Reach new customers through adverts within the magazine, your details in our beautifully designed directory, banner advertising on our website and with inserts into our fortnightly e-newsletter

Media Pack

Distribution

Our unique and exclusive distribution network, aimed at both residents and visitors, focuses on the very best establishments in every sector across the county, thereby targeting exactly the audience you are looking to attract, ensuring your inclusion/advert within Resource has a direct impact on your revenue.

Resource offers both an upscale readership and an aspirational platform in which to reflect your brand. Sitting alongside some of the strongest brands and most well-respected businesses in each sector, inclusion in Resource is an endorsement of your brand's style credential.

Delivering your business directly to the people that count

Distribution points:

- Luxury hotels
- Golf courses
- High-end boutiques
- Car showrooms
- The county's best restaurants and gastro pubs
- Beauty salons, hairdressers, gyms and spas
- Professional offices
- Estate agents
- Tourist offices

Resource informs, entertains and educates over 75,000 readers every quarter, in Gloucestershire and key venues in London.

Contact us

Call us now so that our team can talk to you about bespoke advertising packages created specifically to increase your company's revenue. Advertising with Resource is more than just an advert...

Regular lunches and events will give you the opportunity to network with other key business owners as well as our readers – your potential customers

Additional copies of the magazine are available to all of our clients – please speak to your sales representative to organise a run-on

As well as high-impact advertising, you can also **insert your own leaflets into resource**. Please speak to our team about prices. Inserts are limited to three per issue, so availability is on a first-come, first-served basis

Editorial support is offered to long-term clients. This bespoke content will be put together by our editorial team and can be approved by you prior to print

Put yourself on the cover: if you're celebrating the launch of a new product, the opening of a new store or you've hit a key anniversary, talk to our sales team about a limited-edition cover

With our annual editorial calendar, you can plan your exposure issue by issue

Call Rachel Seed now on: 07972 210 635
Or email: rachel@resource-magazine.com

Launch Issue Rate Card (Prices will increase for issue 2)

| | 4 issues | 2 issues | 1 issue |
|--------------------|----------|----------|---------|
| Double page spread | 710 | 760 | 820 |
| Full Page | 430 | 460 | 495 |
| Inside Front DPS | 845 | 910 | 980 |
| 2nd & 3rd DPS | 780 | 835 | 900 |
| Inside Back Cover | 540 | 580 | 620 |
| Outside Back Cover | 710 | 760 | 820 |
| Half page | 250 | 270 | 290 |
| Third page | 170 | 185 | 200 |
| Quarter page | 130 | 140 | 150 |

Resource: The Directory

We pride ourselves on offering a comprehensive guide to the very best the Gloucestershire has to offer; whether that be the most luxurious boutique hotel, a quirky but super-stylish B&B, the very best place to buy organic sausages or the most stylish places to clothe yourself or furnish your home. There are a limited number of places in each of the following sections:





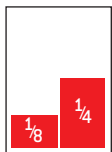

Sleeping, Eating & drinking, Health & beauty, Shopping

| | 4 issues | 2 issues | 1 issue |
|--------------|----------|----------|---------|
| Half page | 125 | 135 | 145 |
| Quarter page | 65 | 70 | 75 |
| Eighth page | 50 | 55 | 60 |

Payment terms

Advertisers will be invoiced seven days from publication and payment will be in the form of direct debit. We offer a 7% discount for pre-payment.

Technical specifications

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|---|---|
|  | DOUBLE PAGE SPREAD trim 420mmx297mm bleed +3mm type area 188mmx267mm (x2) |
|  | FULL PAGE trim 210mm x297mm bleed +3mm type area 188mmx267mm |
|  | HALF PAGE 188mmx120mm no bleed |
|  | THIRD PAGE 188mmx76mm no bleed |
|  | QUARTER PAGE 92mmx120mm no bleed |
|  | EIGHTH PAGE 92mmx56mm no bleed |