

# Feel Alive Lifestyle Magazines

## Media Pack



# Feel Alive Magazine

## The Lifestyle Magazine for Coventry & Warwickshire



Feel Alive is the largest circulating free lifestyle publication distributed across Coventry, Warwickshire and Birmingham. Produced in spring/summer, autumn and winter issues, each magazine offers a readership between 280,000 and 350,000 and a circulation of 100,000. The magazines are highly

targeted to ABC1 readers through the use of postcodes. The magazine has unique distribution agreements with major retail centres in Coventry.

- Mix of content from major brands and exclusive local interest stories.
- Produced and certified by CV One, the official governmental tourism agency for Coventry.
- News, features, product reviews, fashion and the regions leading 'what's on' guide.
- Customer interaction and profiling by the use of competitions and feedback forms.

### Benefits

- Brand your business to more than 1 million readers each year.
- Drive sales by associating your products with a highly aspirational publishing environment
- Strong ROI with a four months OTV per reader each issue and lowest cost per thousand readers per day
- Reach a highly targeted audience through postcode profiling and distribution





“The quality of advertising is paramount to the success of our campaigns. Feel Alive magazine provides the perfect solution to our needs, targeting our market with a full colour informative product distributed across the region; this can only be productive in increasing footfall.”

Paul Chalmers, Manager  
Lower Precinct Shopping Centre  
Donaldsons LLP

# Rate Card

Feel Alive 2007

## Display – Standard

Display Full Page Colour run of publication	£2,030
Display Half Page Colour run of publication	£1,400
Display DPS run of publication	£3,900

## Display – Premium Positions

Front Cover*	£3,120
Inside Front Cover	£3,120
Inside Back Cover	£3,120
Outside Back Cover	£3,500
First right hand page	£2,260

\*Product placement by agreement with Editor

## Special Projects

Advertorial	Standard/premium rate + 20%
Inserts per 1000 (4 pages maximum)	£45
Tip-ons/Gatefold IFC/CD/Supplements/brochures	POA

## Promotional\*

Readers Offers	
Competition (minimum value £500)	POA

\*subject to agreement by the editor

## www.feelalivemagazine.co.uk

Banner advertising	Based on £1 per click-through
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Note: Other packages on application.

All prices exclude VAT and are subject to availability.

Opportunities are subject to the discretion of the publishers.

## Publishing and Copy Deadlines

2007	Summer edition	Publication: 2 April	Copy: 2 March
	Autumn edition	Publication: 3 September	Copy: 3 August
	Winter edition	Publication: 5 November	Copy: 1 October

## CV One Commercial Division

3 Castle Yard, off Hay Lane, Coventry. CV1 5RF  
Telephone: 024 7683 4737 Email: commercial@cvone.co.uk

## Editorial Enquiries & submissions

1 Castle Yard, off Hay Lane, Coventry. CV1 5RF  
Telephone: 024 7660 7004/5 Email: feelalive@cvone.co.uk

## Mechanical & Copy Details

### Full Page

Bleed 216mm(w) x 303mm(h)  
Trim 210mm(w) x 297mm(h)  
Type Area 176mm(w) x 262mm(h)

### Half Page

Vertical 86mm(w) x 262mm(h)

### Half Page

Horizontal 176mm(w) x 129mm(h)

### Quarter Page

Horizontal 86mm(w) x 129mm(h)

### 3 Column Strip

Horizontal 176mm(w) x 41mm(h)

### Double Page Spread

Bleed 303mm(w) x 426mm(h)  
Trim 297mm(w) x 420mm(h)  
Type Area 262mm(w) x 386mm(h)