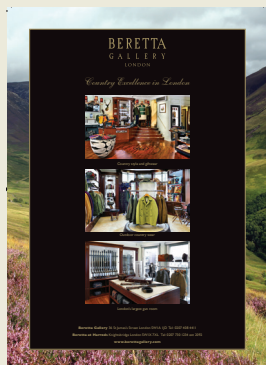


THE

COUNTRYSIDE EXPERIENCE

Distributed with The Telegraph on Saturday 12th August 2017



The *Countryside Experience* is a full-colour, tabloid-sized newspaper section distributed with *The Telegraph*, featuring quality editorial content throughout, and focusing on an active appreciation of the British countryside.

Highlighting how traditional rural activities blend with modern ethical considerations, *The Countryside Experience* includes shooting and conservation features alongside property, country clothing, equestrianism, working dogs,

country equipment and artisanal organic food and drink production.

With an emphasis on those who live, work and prosper in the countryside, whether from a cultural or pragmatic perspective, this quality newspaper publication puts an emphasis on how the rural economy and the people within it provide a vital economic contribution to British society. The readership will gain a deep insight into rural living, with the publication providing an enticing shopwindow for new and

exciting ways for consumers to enjoy the British countryside. With more UK subscribers than any other newspaper and a combined audience of 2.1 million per day across print and online, *The Telegraph* can deliver your brand message and fulfil your campaign objectives.

The Daily Telegraph and *The Sunday Telegraph* are the most popular broadsheet newspapers in the UK, delivering the latest news, sport, comment and culture to a loyal and affluent audience.

Editorial features

- PILLARS OF COUNTRY SPORTS ■ CONSIDERING THE COUNTRYSIDE ■ CARVING A NICHE ■ COUNTRY HOME & STYLE
- AFTER A FASHION ■ EVERYTHING EQUINE ■ COUNTRY EQUIPMENT ■ COUNTRYSIDE LIFESTYLE
- ALL ABOUT ART ■ GREAT GUNDOGS

RATE CARD

- Double page spread £15,950
- One full colour page £9,950
- Half page £4,950
- Quarter page £2,000

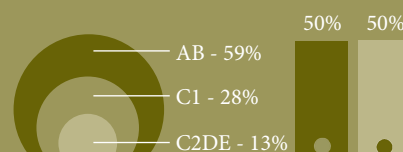
20% premium for advertorial features
Premium position sponsorship

DISTRIBUTION

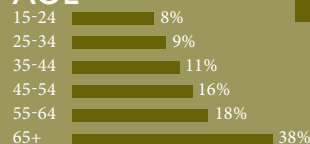
- 255,000 printed copies distributed with *The Telegraph* on Saturday 12th August 2017
- 250,000 electronic copies
- Distributed South of Nottinghamshire. i.e. Central, Anglia, Southeast, South, Southwest England and London regions.

DEMOGRAPHIC

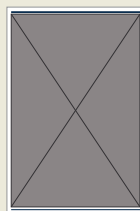
SOCIAL GRADE GENDER



AGE



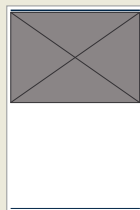
Advertisement sizes



FULL PAGE

DIMENSIONS

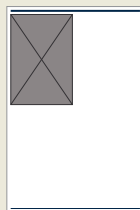
- Height 330mm
- Width 252mm



HALF PAGE

DIMENSIONS

- Height 152mm
- Width 252mm



QUARTER PAGE

DIMENSIONS

- Height 152mm
- Width 125mm

SUPPLYING FINAL ARTWORK

NAMING FILES

Artwork should be supplied with a colour proof and be clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg. TCL0817_YOURCLIENTNAME.pdf

DIGITAL FILE SPECIFICATIONS

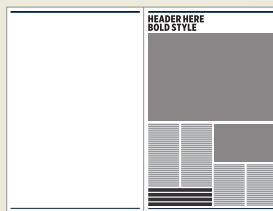
- Our preferred method of delivery is Adobe Acrobat PDF's sent via email. Standard: PDF/X-1a:2001 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewspaper26v4
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher than 245%
- Single colour text is no smaller than 6pt and is not tinted or screened as they will not be legible.
- Coloured text or reversed out white text on coloured background is no smaller than 8pt bold
- Avoid using fine serif type faces, line weight must not be less than 1pt

We cannot guarantee the quality of the final print for files supplied outside of these specifications. Colours variations will occur if your files do not utilise the colour profile and respect the ink density limit outlined above.

FILE TRANSFER

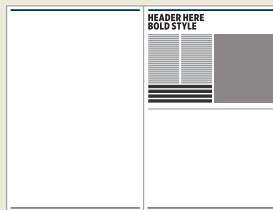
Files less than 8Mb can be emailed directly to production@aplmedia.co.uk. For larger files please call the Production Department on +44 (0) 20 7553 7372 for further information.

Advertorial feature requirements



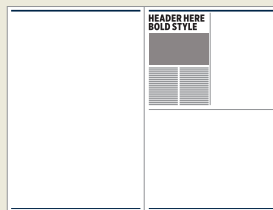
FULL PAGE

- Headline: 10-30 characters
- Main body copy: 480-530 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 2-5 high resolution images* and company logo.



HALF PAGE

- Headline: 10-30 characters
- Main body copy: 160-350 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 1-2 high resolution images* and company logo.



QUARTER PAGE

- Headline: 10-30 characters
- Main body copy: 120-150 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 1-2 high resolution images* and company logo.

ADVERTORIAL SUBMISSIONS

DESIGN PROCESS

Once all material is submitted according to specification. APL Media Ltd will layout/design your advertorial within the house style of the publication. Layouts may vary depending on images and/or text supplied. APL Media Ltd reserve the right to make changes to make grammatical changes and corrections to ensure it meets house style.

APPROVALS & AMENDMENTS

- APL Media Ltd will provide a PDF for client approval.
- The client will have the option of two sets of amendments before final approval.
- The final third PDF is for fact checking and approval/records only.
- Amendments over and above the two rounds of amendments, will incur extra charge of £45 per round of changes / per hour. As such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

Where a client cannot provide the advertisement/advertorial material and requires the Publisher to create this content, this will incur a production charge of 25% of the value of the contract, unless otherwise agreed, or a minimum charge of £600†. The service provided is outlined in this Media Pack and online.

IMAGE SPECIFICATIONS

Please supply images as high resolution (300dpi) CMYK JPEGs. We can not use images from a client website as these are too low resolution for print.

*Image use subject to editorial discretion and may vary depending quality, size and layout. Full pages: 2-5 used; half pages and smaller, may use just one image.

† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour

CONTACT DETAILS

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