



COUNTRY LIFE

MEDIA PACK 2023



BRAND IDEOLOGY

Rare antiques to rare-breed animals, medieval architecture to modern kitchens, Bach to bridge - **a custodian of the past that sets a blueprint for the future.** *Mark Hedges - Editor In Chief*

“ Don’t count the number of people you reach, **reach the people that count.** ” *David Ogilvy*



OUR AUDIENCE

Three core audience pillars:

Traditional country champions – wealthy empty nesters enjoying their retirement in the countryside.

Custodians of the land - country dwellers with a deep emotional connection to the countryside.

Discerning Country – a quietly refined group, the most affluent, and willing to spend on the brands that reflect their discerning taste.

750k

Monthly brand reach

44k

Weekly magazine circulation

68%

Subscriber base reach

1.68m

Global Page views per month on countrylife.co.uk -

350k

Social followers

89%

of readers buy COUNTRY LIFE especially for the property section

12

consecutive circulation increases

81%

Targeted HNWI audience: ABC1

50%/50%

Male/Female

56%

Have been reading the magazine for 10+ years

65%

Do not read a daily broadsheet newspaper



└ COUNTRY LIFE PRINT V DIGITAL AUDIENCE

COUNTRY LIFE PRINT	METRICS	COUNTRY LIFE DIGITAL
49% female, 51% male	Gender	60% female, 40% male
54	Mean age	46
46%	AB	41%
35%	Own multiple properties	31%
25% SE, 17% SW, 14% London	Region	25% SE, 23% London, 10% SW
22% visit the website	Overlap	12% read print
<ul style="list-style-type: none"> Well-off owners in rural locations enjoying the benefits of country life. Married professionals in large detached homes and have planned their finances adequately for retirement. 	Geodemographics	<ul style="list-style-type: none"> Tech savvy married couples living with older children and luxury cars. Professional couples whose children have mainly fled the nest and own large spacious properties.



READER SURVEY

Country Life is trusted by it's readers and they are inspired by the luxurious content it produces.

1 in 2

Have **bought** something they've seen advertised in Country Life in the last year

89%

Agree that the **brands** featured in Country Life are **luxurious or exclusive**

86%

Trust the opinions and recommendations in Country Life

79%

Find the **advertising** in Country Life **interesting, creative and informative**



KEY ADVERTISING CATEGORIES



Property



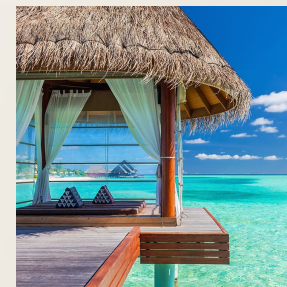
Art and Antiques



Interiors



Gardens and
Outdoors



Travel



Food and drink



Clothing and
Accessories



The Country Life
Schools Guide



Weddings



Property

Country Life has been the bible of luxury property for 125 years and continues to be at the forefront of the market today. It holds an unrivalled relationship with the premium property agents, who come to us first when selling the country's most prestigious estates.

Everyone from the Queen to David Beckham has bought a property after seeing it in Country Life.

Our editorial supplements also cover:

International

London Developments

Second Homes and Regional Hotspots

Later Life

And more

1 in 4

Plan to spend **£2m** or more on their next property

71%

Own properties apart from their main residence
(UK avg. 4%)





Wealth

The Country Life audience is one that understands wealth management and is conscious of including long term investments in their portfolios.

During the pandemic our audience invested more than before and are reaping the benefits today. They are looking forward to a comfortable retirement and **90%** of them are planning on helping their children or family members financially.

This audience has extensive insurance packages with **48%** having private health insurance and **51%** having life insurance.

88%

Would consider getting a new financial product/service whilst **42%** are confident their financial investments are getting maximum returns.

86%

Say they will have a comfortable retirement and are **4x more likely** than the UK average to have a private pension plan.





Interiors

Country Life's weekly interiors pages offer the very best in British interior design. Beautiful houses, expert comment and inspirational shopping pages are essential reading for anyone planning to transform a home in the country.

In addition to regular features, a programme of **special issues** focus on key areas such as:

Kitchens

Bathrooms

Lighting

Interior design

Architecture

Craftsmanship

Garden Designs and more





Luxury

The Country Life approach to Luxury content celebrates exceptional craftsmanship and the finest quality materials. Country Life has the unique ability to attract a wealthy and discerning male and female audience that cannot be reached by other luxury brands..

Watches

Jewellery

Clothing

Leather goods

Breguet sold two watches after advertising in Country Life - both watches cost approximately £38,000 each.

Rolex sold the Oyster Perpetual Datejust off the page from their last native advertorial shoot with Country Life.

Henn London sold earrings worth £30,000 as a direct result of their advertising campaign with Country Life.





Art & Antiques

Extensive coverage of the visual and decorative arts, from Old Masters and antiques to contemporary painting, sculpture and crafts. Our regular features delight and inform art lovers, collectors and those looking for artistic inspiration.

Our regular features cover:

The art market

Auction world

Current exhibitions

Favourite paintings of celebrities

And more





Travel

The Country Life reader has a quiet wealth that they like to share with family and friends—often booking trips for upwards of ten people. They go on around five holidays a year and are incredibly receptive to the hotels and destinations we recommend.

The Travel section includes:

In the know — A monthly destination guide which focuses on a small area, island or capital city.

The great escape - A full page hotel feature where we profile new and recently refurbished hotels, and old favourites.

The annual Travel Supplement is the definitive guide on where to go in the coming year. It includes **Country Life's top ten hotels and villas**, in depth travel features and lots more.



What our clients say...

Following an advert featuring a library in Country Life, a reader subsequently commissioned the same library.....a project that cost in excess of £60,000

Rebecca Fisher
Director
STUART INTERIORS

"For any advertiser there will be propitious moments for advertising, a launch of a new product, or a special exhibition that you need to ensure gets in front of the right audience. I have found, over a very long period of advertising with Country Life that it is its consistency that has proved the magazines real worth, with sometimes the most surprising and lucrative results.

David Messum
Chairman
MESSUM'S

"It is rare to sell direct from advertising nowadays, but Country Life readers consistently buck the trend. At Boodles we are big fans of Country Life – our respective British brands seem nicely aligned, the editorial content is strong, and the readership appears to be diverse and genuine."

James Amos
Director
BOODLES

"We just had a lovely customer in our boutique who entered our shop with your latest Country Life issue under his arm to buy a bangle and a silk scarf for his wife's birthday. It's great working with you."

Pia Bittner
FREY WILLE

I recently had this feedback from a US based client "It does pay to advertise; my wife, an avid reader of "Country Life" saw your advert, visited your site, placed order and in less than a week DHL delivered the items to our doorstep."

Lalage Beaumont
Founder
LALAGE BEAUMONT



Digital & Social Formats



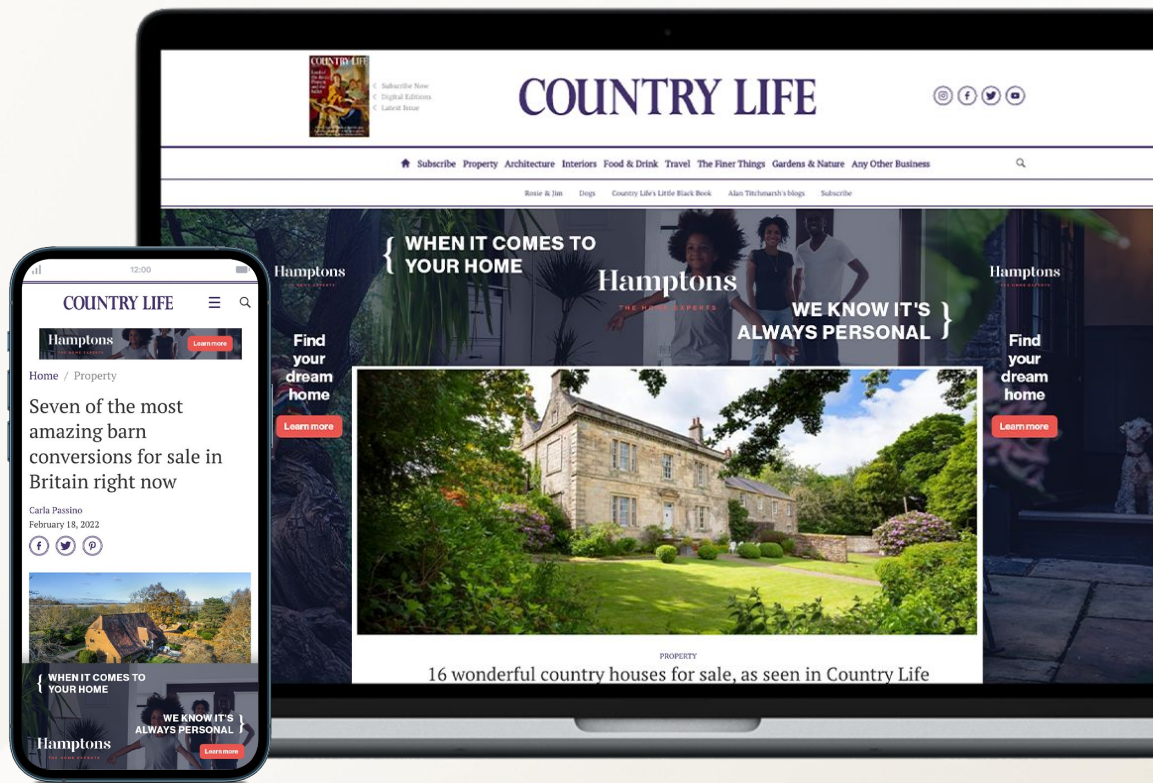
High Impact Digital Display

We have a **wide range of ad formats** across multiple devices that allow your campaign's viewability to be fully optimised.

High-impact display can make use of animation, video, carousels, countdowns and interactive elements to engage users and drive traffic to your product.

Our ad packages are ideal for making a big impact for a product launch, popular event or a Content Hub we've created for you.

Rates range from £25cpm - £45cpm (+VAT) depending on format.





Premium Formats

Desktop Bigtop

Mobile Horizon

Mobile Miniscroller

Desktop Skin





Channel Takeovers

Channel sponsorship across the website
- this would be part of an integrated campaign so the brand can engage with audience across website, social, and email. 100% SOV of all traffic.

COUNTRY LIFE

Property

Architecture

Interiors

Food & Drink

Travel

The Finer Things

And more



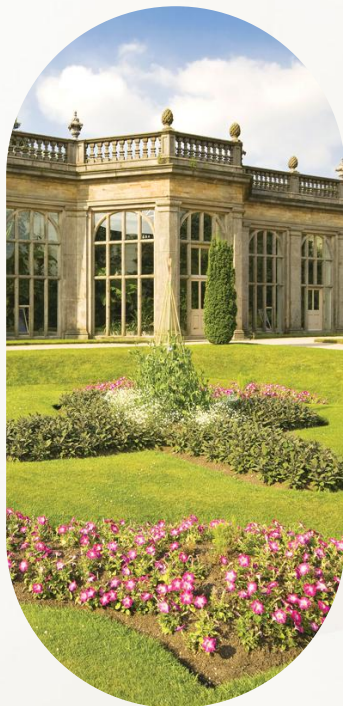
Aperture: Futures First Party Data Targeting Solution



Aperture is Future's intelligent audience data platform that allows advertisers unparalleled insight into our extensive, high intent audiences.

With over **180+ digital brands** reaching over **310m global online users every month**, Aperture processes and analyzes all our 1P data, in real time, across Futures technology stack - knowing every move our customers make, from the articles they read, to the products they buy.

Through Aperture, Future delivers targeted audiences across interests, behaviours, geographies, lifestyles, demographics, purchasing habits and much more.



Reaching
310m

Global users

Driving
24m

monthly ecommerce
clicks

Delivering
50-70%

increase in CTR

Resulting in
450%

audience
addressability

Across our network in
the UK, we reach...

7.7m

Interest in
Luxury

3.6m

Interest in
Jewellery

3m

HNWI

481k

Hikers, Ramblers
and Walkers

14m

Pet Owners

683k

Horse Owners

4.2m

Luxury Hotel
Intenders

2.2m

Watch
Intenders

1m

Country Lifestyle
Audience

102k

Interested in boats
and yachts

8.7m

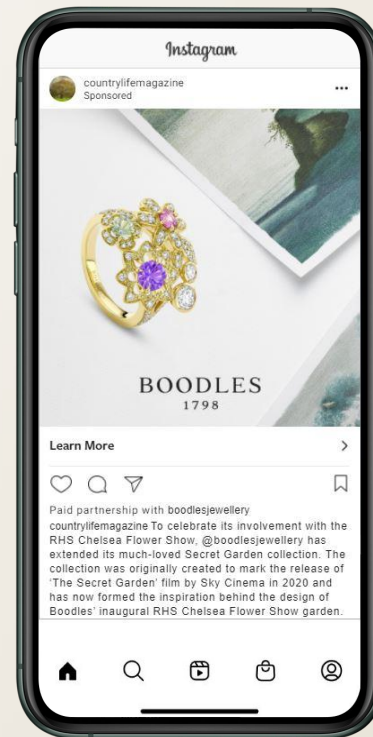
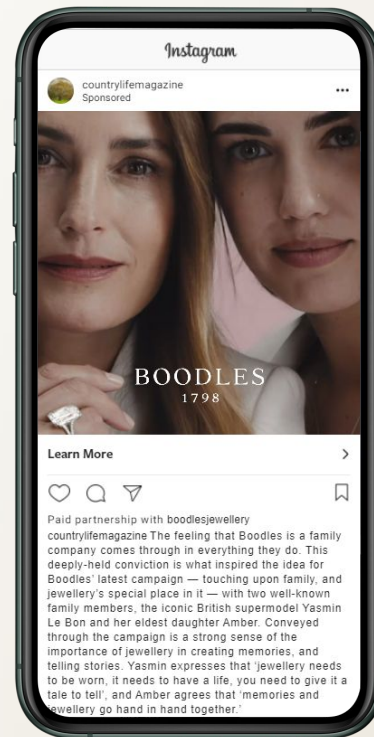
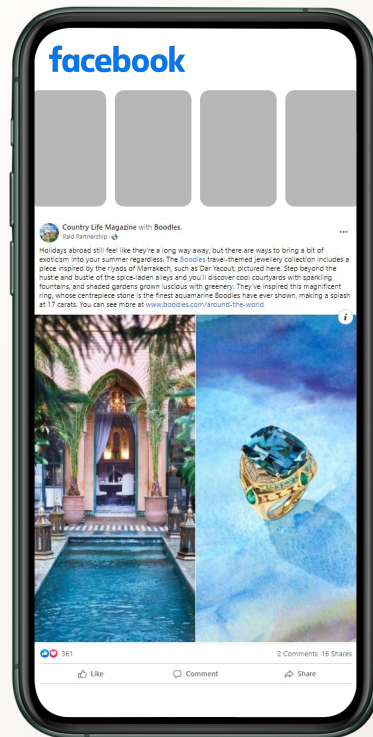
Dog Owners

We guarantee a minimum reach of **75,000 users** on every post and we benchmark between 0.5% - 1% engagement.

1 package = 1 message, 2 posts (once on Facebook and once on Instagram)

All posts are organic and then 'boosted' after being live for 24 hrs.

Guidelines - Square images with little/no text work best, and the post cannot link to another social page, it must link to a website page.



SOCIAL MEDIA ENGAGEMENT



13%
engagement



23%
engagement



15%
engagement



5%
engagement



Native content piece with print and digital component written by Country Life editorial team.

3,000 views guaranteed via 1st party web data.

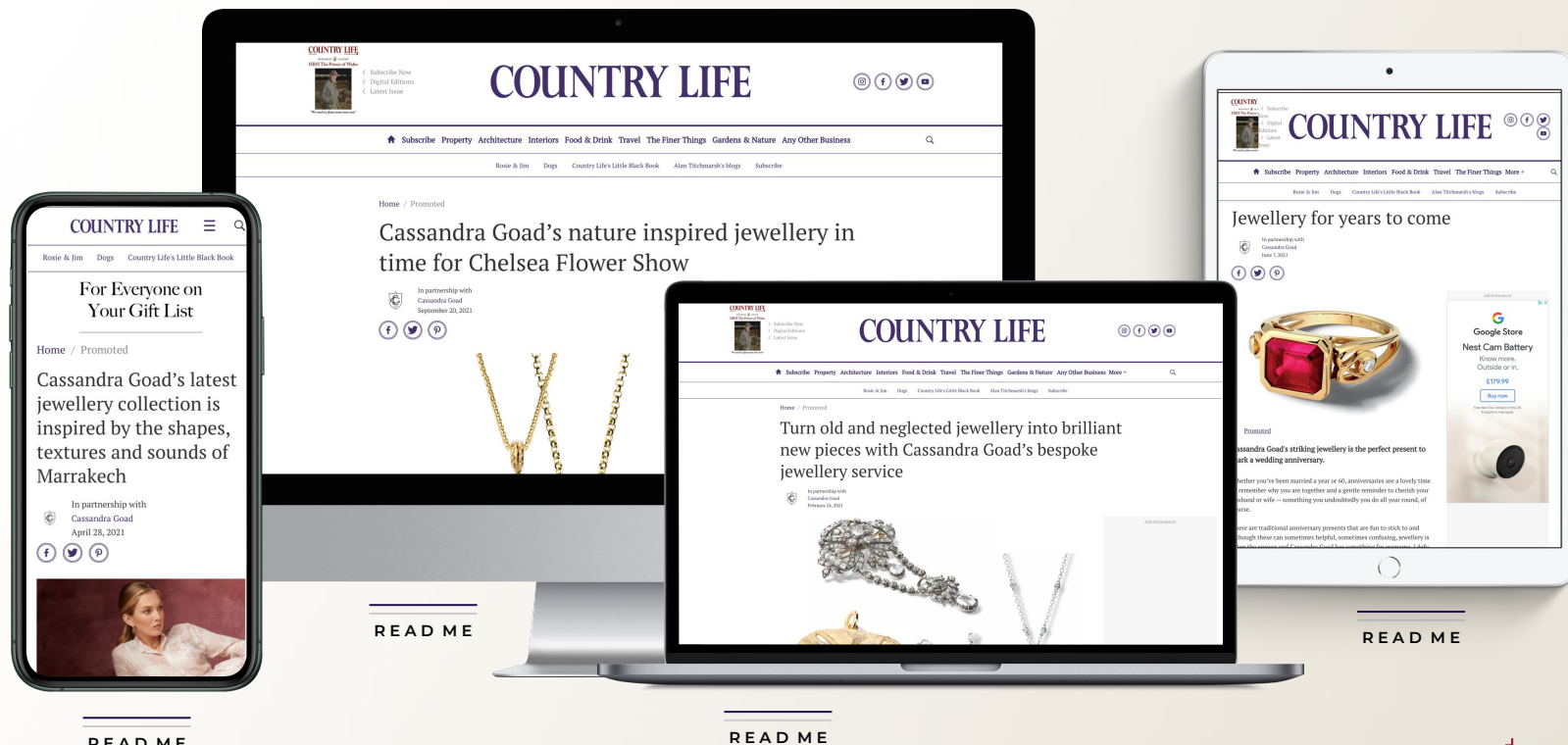
Fixed 100% SOV digital format along side the article, live until the views are achieved.

EOC report supplied once campaign has finished.



READ ME

READ ME



Published on Wednesdays & Saturdays to 30,000 subscribers

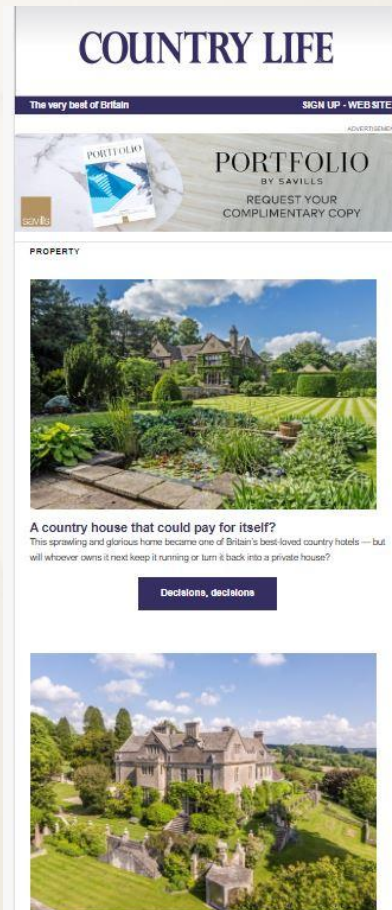
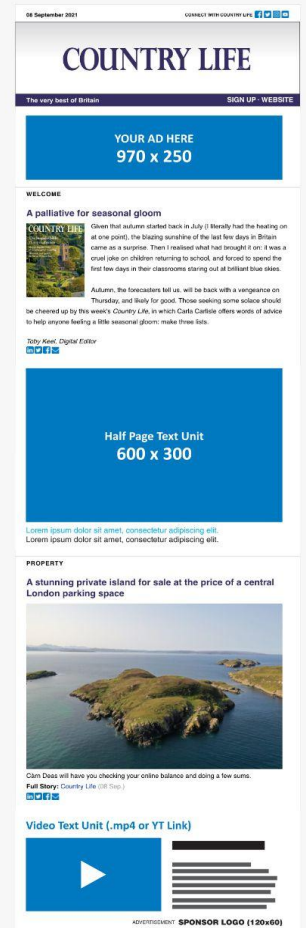
Newsletter Takeover - £1,250

Premium Display and Native formats including a Billboard, Half-page text unit and video-enabled placements

Dedicated Send (solus)- £1,500

A standalone send that showcases your products to an audience that's actively looking to engage with your brand

18% average CTR



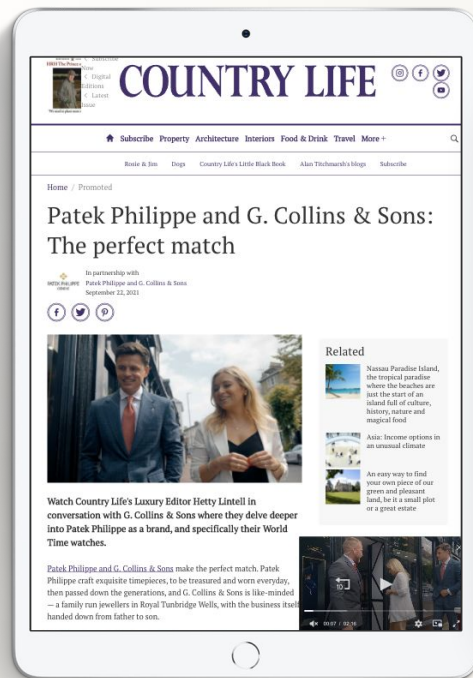
Solus Emails - £1,500

A standalone send that showcases your products to an audience that's actively looking to engage with your brand

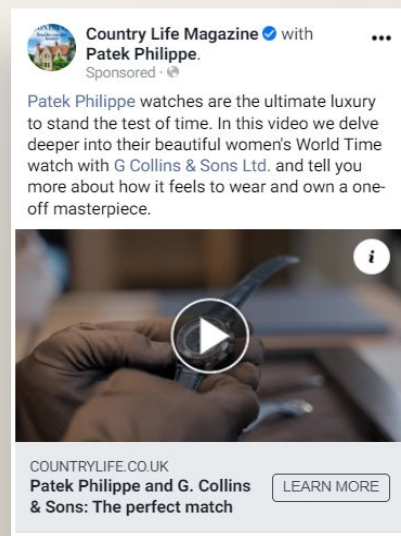
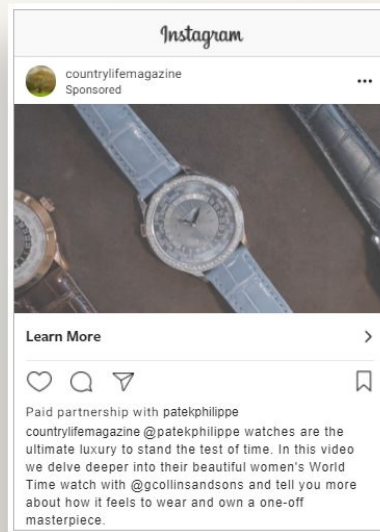
This is a 100% SOV (share of voice) option and solely driven by advertiser provided content.

An advertiser can either provide their HTML to the ad ops team, or Future can build the HTML at no additional cost to the client with **4 template options** to choose from.





READ ME





Print Formats



DISPLAY ADVERTS





DISPLAY ADVERTS



28

Half Page Horizontal



Half Page Vertical



Quarter Page



Advertisement promotion

Coats of many colours

Lalage Beaumont offers a new, vibrant ready-to-wear collection of beautiful occasionwear, designed to be mixed and matched



Customisation made easy: the Chameleon Collection comes in a wide range of colours in a choice of silk brocade and silk satin

Off occasionwear that feels unique, bespoke is often the way to go, but finding where to start can be a minefield. Lalage Beaumont, designer of beautiful occasionwear, has now launched The Chameleon Collection, which solves this problem beautifully. With 16 different colours of silk brocade and silk satin—from vibrant orange to subtle powder blue—it offers endless possibilities. Choose from cord edging or handmade

frogging, with every detail available in an equally wide variety of colours. Other trends can be made, too, putting your special mark on an outfit, and you are set for parties and beyond. The range comprises one coat style (the designer's ever-popular dress coat, Vicky, or alternatively a shorter jacket, making it gloriously easy to wear, as both are universally flattering.

“From cord edging to handmade frogging, each detail is available in a variety of colours,”

Next, there are three ultra-chic dress shapes that work underneath both coat and jacket, or, should you prefer, trousers and a top. We rather like the idea of having both options, for multiple combinations and maximum wear.

Each outfit will be made specially for you from scratch, but this isn't made-to-measure, so it's easier on the pocket and, with so many combinations, you are bound to choose something

distinctive. To complete the look, Lalage Beaumont's elegant silk-covered hair bands and pill-box hats can be made to match. Available in sizes 6-18, from \$1,150 for the Vicky dress coat, \$850 for dresses, \$500 for the trousers and \$450 for the top. Hats start from \$375.

For further information, please telephone 020-7264 9977 or visit www.lalagebeaumont.com

LALAGE BEAUMONT



Left: The coat can be paired with top and trousers. Right: Each outfit is made for you from scratch

Advertisement promotion

Fantasy islands

A kitchen island offers much more than an extra work surface. From space-efficient storage to a sociable place to congregate, it's a huge asset in any kitchen, big or small

BASED on the 19th-century cook's table, the kitchen island has become an increasingly popular feature of contemporary kitchens. Options range from simple designs to those that incorporate everything from cooking appliances to sinks. Whatever form they take, islands offer an easily accessible place to prepare food or simply chat to friends.

In a large, multi-purpose kitchen, islands also provide a chance to create a divide between areas for cooking and dining. Yet, with an increasing range of compact designs on offer, there are plenty of opportunities to incorporate an island into smaller spaces. Regardless of size, it will add storage and transform any kitchen, big or small. With drawers, cupboards and open storage, neither key ingredients or equipment are ever far away.

Neptune's kitchen-design service

At Neptune, an island is one of the many exciting possibilities that you'll discuss with a kitchen designer. After an initial consultation, if you decide that you'd like to go ahead, you'll be treated to the full expert design service that identifies everything you want

to achieve and how you can make the most of all the available space.

This stage of the process will cover everything from the amount of storage and work surfaces to the materials and paint colour that will create a space specifically tailored to your individual needs.

“Islands provide a chance to divide areas for cooking and dining,”

Ideas and outlines become a fully-formed vision and dreams are turned into reality. There's a \$300 design fee at this stage, but you'll get that back if you decide to go ahead with your Neptune kitchen. Finally, a team of fitters, specially trained at Neptune, bring the plans to life.

NEPTUNE

For more information, telephone 01793 804011 or visit www.neptune.com



Above: The striking Chameleon island. Right: An island in the sleek Chichester kitchen



SHOOTS





COUNTRY LIFE LUXURY NATIVE SHOOTS





COUNTRY LIFE

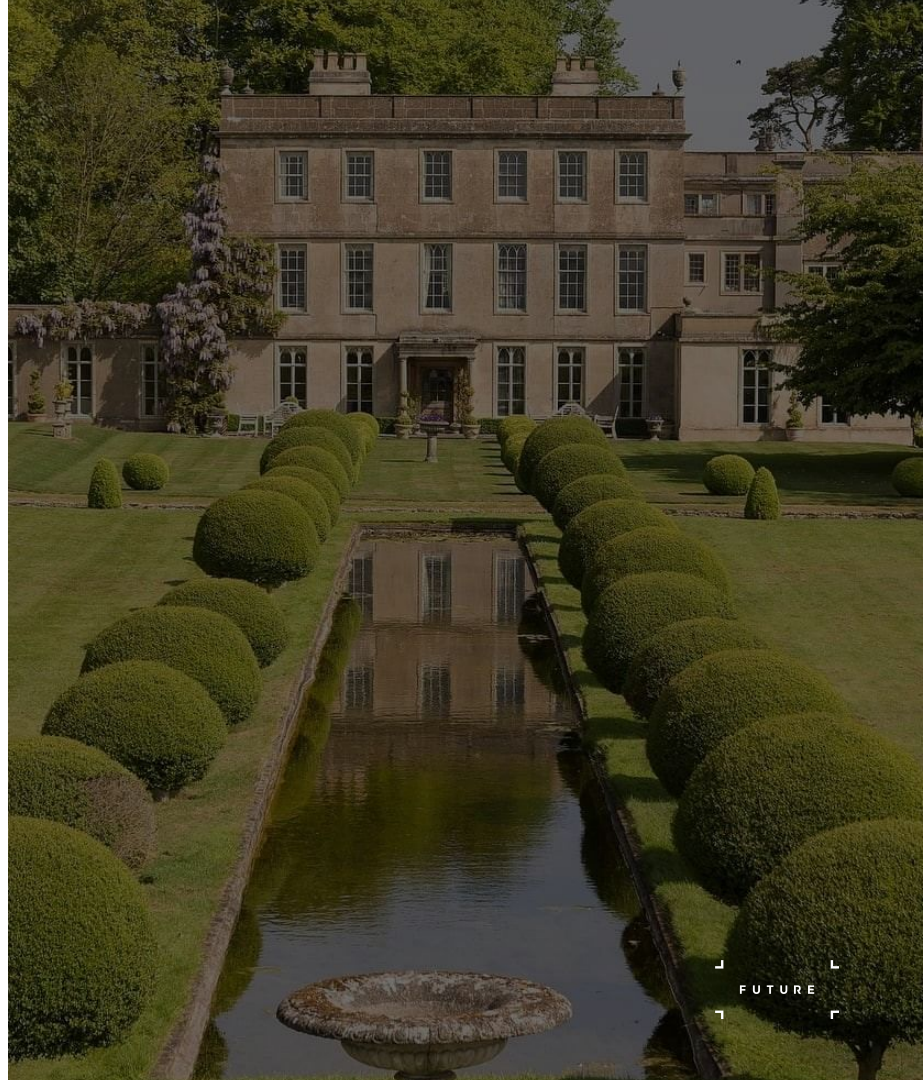
2023 RATE CARD

POSITION	RATE
IFC	£8,689
FACING TITLE	£7,258
IBC	£6,589
OBC	£8,689

VOLUME	RATE
DPS	£10,073
FULL PAGE	£5,445
HALF PAGE	£3,802
QUARTER PAGE	£1,653

Advertorials: Assets supplied + 40% on display rates

Advertorials: Shoots - Price on application





Advertising Contacts



Advertising Contacts

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