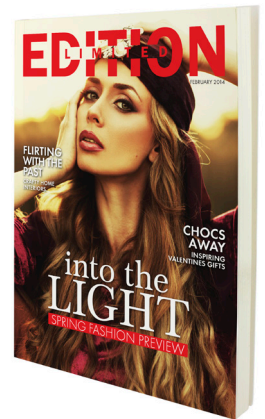


EDITION LIMITED

RATES AND DATA

Local lifestyle magazine Limited Edition is a welcome visitor to some of the most exclusive addresses in the boroughs of Bexley and Bromley, plus Blackheath, Greenwich and Sevenoaks. Distribution is limited to affluent homes selected using Experian's consumer classification tool, Mosaic. So you can be sure your advertising will be targeted at the right people — cutting out waste and saving you money.



Targeted distribution

Exclusive solus delivery means Limited Edition is only delivered to the homes of the most affluent residents giving you privileged access to this hard-to-reach, high-wealth audience.

Summary

Limited Edition is a monthly lifestyle magazine tailored towards readers who appreciate the finer things in life. The aim is to create the sophistication of a national magazine with up-to-date information on what's happening locally. The magazine gives advertisers the opportunity to feature in a range of targeted editorial environments including Homes, Interiors, Fashion, Beauty, Food and Drink and Travel.

CIRCULATION 25,000

Delivered to selected ABC1 homes

FREE PICK-UP 3,000

Available in selected spas, gyms, hotels and shops

E-EDITION 332,903

Unique Browsers. Source: ABC Jan to June 2013

Response

With more than 30 years' experience, Limited Edition has earned an unrivalled reputation for quality, relevant content that readers actually want to read.

"We know our customers enjoy reading Limited Edition and more importantly they respond to our advertising"—Alna Vi, Petts Wood

DEMOGRAPHICS

Social grade A	46.9%
Social grade ABC1	90.1%

Mosaic Types

A02 Voices of Authority	39.3%
A03 Business Class	39.9%
A04 Serious Money	7.6%
B08 Dormitory Villagers	10.9%

Lifestyle

94.3% own their home
63.5% live in a detached house
93.8% have a garden
50.6% took at least three holidays
27.5% took five or more holidays
68.6% regularly visit restaurants
73.4% drink wine at home

SOURCE: EXPERIAN, MOSAIC UK



To advertise call **01689 885664** or visit newsshopper.co.uk/limitededition

Limited Edition Magazine, Mega House, Crest View Drive, Petts Wood, Orpington, Kent BR5 1BT



EDITION LIMITED

DEADLINES

Issue	Copy deadline	Date of publication
February	17 January	29 January
March	21 February	5 March
April	21 March	2 April
May	25 April	7 May
June	23 May	4 June
July	20 June	2 July
August	25 July	6 August
September	22 August	3 September
October	19 September	1 October
November	24 October	5 November
December	21 November	3 December

ADVERTISING RATES

Quarter Page	£225
Half Page	£360
Full Page	£675
Double Page Spread	£1,100

20% discount on all 12-month bookings

Guarantee the best positions

Early page (first half) add 10%

Special (eg inside back) add 20%

ADVERTISEMENT SIZES

	Width	Height
Double Page Spread Bleed size	430 mm	307 mm
Double Page Spread Trim size	420 mm	297 mm
Full Page Bleed size	216 mm	303 mm
Full Page Trim size	210 mm	297 mm
Full Page Image area	186 mm	265 mm
Half Page horizontal	186 mm	132.5 mm
Half Page vertical	90.5 mm	265 mm
Quarter Page horizontal	186 mm	60 mm
Quarter Page vertical	90.5 mm	132.5 mm
Classified Single Column	43.5 mm	41 mm
Classified Double Column	90 mm	41 mm

MECHANICAL

Limited Edition has a digital image ruling of 300dpi or higher

Supplied artwork should be EPS or PDF format, 4-colour process, all fonts embedded

For more advice about artwork, please call 01689 885664

E-EDITION

The Limited Edition e-edition allows you to add features to your advertisements such as embedded links, animations, sound and video.

The e-edition is hosted on the News Shopper website which has a monthly audience of 332,903.



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