

village life



Advertising ratecard | The official customer magazine for Center Parcs

About Center Parcs

1.5 million guests stay at Center Parcs each year making it the UK's short break holiday market leader, enjoying occupancy figures of more than 95 per cent all year round.

Center Parcs is a fifth-time winner of the Best UK Holiday Provider at the Tommy's Parent-Friendly Awards, thanks to its extensive range of facilities and activities.

There are Villages at four locations throughout the country (Suffolk, Cumbria, Wiltshire and Nottinghamshire), and a variety of activities from adrenaline-fuelled action challenges to relaxing spa treatments and watersports.

The Villages offer high-quality, fully-equipped accommodation, set within 400 acres of forest. Each site also has a Subtropical Swimming Paradise at its centre.

The family is very high on Center Parcs' agenda as are the other core values which are:

Family, Nature, Sport, Ecology, Relaxation and Indulgence.

Visitors information

- Mostly aged 35-44
- Married with children
- Household income in excess of £50K
- Key socio-economic grades are ABC1
- Affluent young families
- Owner-occupied detached house
- Strong family values
- Living healthy and active lifestyles
- Enjoy the outdoors
- More likely to read the Times and Telegraph

Publication

This is a unique marketing medium particularly for parent-focused brands wishing to reach affluent ABC1 families, that are active and health conscious with young children living at home.

Village Life is ranked 39th in the top 100 highest circulated ABC audited magazines in the UK. It is also the second-highest ranked magazine in the top circulated publications in the Women's interests: Parenthood sector.



Village Life is posted to more than 400,000 homes of Center Parcs' highest spending guests that have visited three times or more in the past five years.

The average value of holiday bookings that can be attributed directly to Village Life magazine (tracked by unique offer code) is £1.5 million worth of bookings per issue, making it a very well received publication.

The editorial features reflect the same ideals as Center Parcs itself, with central subject matter including: family, nature, fine food, health and beauty, home interiors, and the environment. Each issue also looks at what's new at the Parcs, holiday offers, reader letters, and competitions which always generate a good response.

Key facts

- Four times a year
- Aimed at the top 25 per cent of premium guests
- **Printed copies 400,000+ each issue**
- Mailed to purchase decision makers
- High disposable incomes
- Most frequently circulated magazine in the Parenthood sector



Media information

Distribution



Quarterly magazine – **January, April, June, September**

Individually posted to the homes of Center Parcs' top customers by request.

Printed copies **400,102** per issue. Average net circulation for 1 July to 31 Dec 07.



Rates

| | Size | (w) x (h) | Rates |
|--|-------------------|--------------|---------------|
| | DPS – bleed | 430 x 287mm | |
| | DPS – trim | 420 x 277mm | £6,930 |
| | Full page – bleed | 216 x 283mm | |
| | Full page – trim | 210 x 277mm | £4,580 |
| | Half page – (h) | 190 x 126mm | |
| | Half page – (v) | 92.5 x 257mm | £2,440 |
| | Quarter page | 92.5 x 126mm | £1,320 |
| | Classifieds | 42mm x 72mm | £458 |
| | Classifieds | 91mm x 72mm | £916 |

Premiums:

| | |
|--------------------|---------------|
| Outside back cover | £5,258 |
| Inside front cover | £5,038 |
| Inside back cover | £4,815 |

Special positions

Guaranteed RHP or facing matter plus 10%.
Cover positions by arrangement. Series discounts available.

Advertorials

Minimum one full page (+ £200 per page).

Loose inserts 10g Insert £28 per 1,000. Further specifications available upon request.

Cancellations

60 days prior to publication date.

Agency discount 10% off all prices plus VAT.

Rates shown are per issue, include colour, and are exclusive of VAT.

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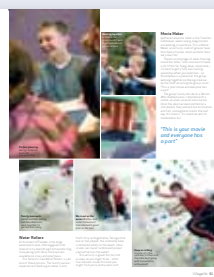
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