

MOOR

The Magazine for the Four Heaton

MEDIA PACK





Delivered directly to over 8,000 homes, **MOOR** is the new glossy magazine for the Four Heaton, reaching affluent families and aspirational single professionals.

MOOR readers are intelligent prosperous men and women who are financially aware, have high levels of savings and investments, own their own businesses and have high credit card and internet usage.

Readers enjoy regular foreign travel to luxurious and exotic locations and have high car ownership often with luxury brand cars being the norm. Our readers other interests include theatre, the arts, good food and wine, plus the latest trends and fashions.

Positioned on the doorstep of thriving city centre Manchester and close to the beautiful Cheshire countryside the Heaton's are one of south Manchester's most desirable residential areas. Offering a high standard of homes, schools and leisure facilities they also boasts a wide selection of shops, bars, restaurants and coffee shops.

MOOR *the magazine for the four Heaton, is simply an advertiser's dream – connecting with high income families, right on their doorsteps, in a quality environment, with virtually no wastage.*



MOOR MAGAZINE 2011

ISSUE	THEME
FEBRUARY / MARCH 2011	Mother's Day / Bridal
APRIL / MAY 2011	Easter / Spring
JUNE / JULY 2011	Summer Holidays / Days Out
AUGUST / SEPTEMBER 2011	Summer / Back to School
OCTOBER / NOVEMBER 2011	Autumn
DECEMBER 2011 / JANUARY 2012	Christmas Shopping and Festivities

DEADLINES 2011

ISSUE DATE	COPY DEADLINE	RELEASE DATE
FEBRUARY 2011	24/12/11	04/02/11
APRIL 2011	04/03/11	01/04/11
JUNE 2011	29/04/11	27/05/11
AUGUST 2011	24/06/11	22/07/11
SEPTEMBER 2011	19/08/11	16/09/11
NOVEMBER 2011	21/10/11	18/11/11



Number of Insertions **1** **3** **6**

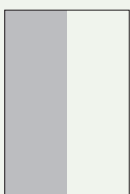
Full page £490 £440 £400



Half page horizontal £245 £220 £200



Half page vertical £245 £220 £200

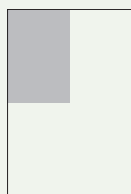


Number of Insertions **1** **3** **6**

Quarter page horizontal £125 £110 £100



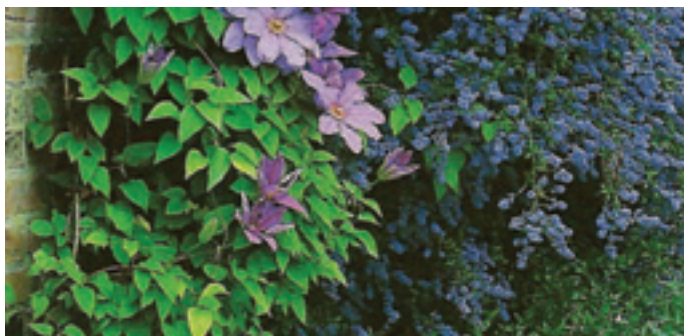
Quarter page vertical £125 £110 £100



Back cover and inside covers+ £100

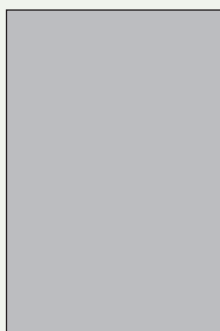
SPONSORSHIP

Sponsorship with any of our magazines is a great platform to promote your business or brand via association with ours. Sponsorship opportunities start from £195.



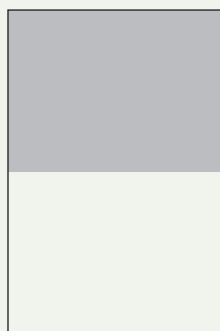
PAGE DIMENSIONS

SPECIFICATIONS



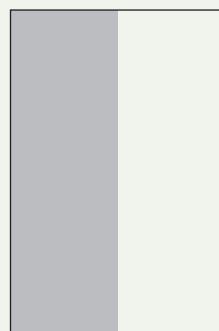
FULL PAGE

HEIGHT: 222MM
 WIDTH: 148MM
 BLEED: 3MM ALL SIDES
 TYPE AREA: 5MM INSET ALL SIDES



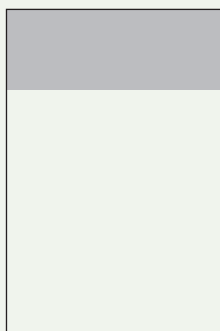
HALF PAGE HORIZONTAL

HEIGHT: 111MM
 WIDTH: 148MM
 BLEED: 3MM ALL SIDES
 TYPE AREA: 5MM INSET ALL SIDES



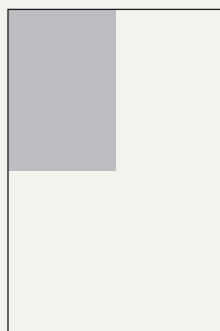
HALF PAGE VERTICAL

HEIGHT: 222MM
 WIDTH: 174MM
 BLEED: 3MM ALL SIDES
 TYPE AREA: 5MM INSET ALL SIDES



QUARTER PAGE HORIZONTAL

HEIGHT: 55.5MM
 WIDTH: 148MM
 BLEED: 3MM ALL SIDES
 TYPE AREA: 5MM INSET ALL SIDES



QUARTER PAGE VERTICAL

HEIGHT: 111MM
 WIDTH: 74MM
 BLEED: 3MM ALL SIDES
 TYPE AREA: 5MM INSET ALL SIDES

Artwork can be accepted in the following formats:

- Press-ready PDF (to www.pass4press.com standards)
- Adobe InDesign (any version)
- Adobe Illustrator (any version)
- TIFF files
- EPS files

Please ensure that:

- All fonts are supplied, embedded or outlined.
- All document images are 300dpi at actual printed size.
- All document/image colours are CMYK.
- The document contains no unnecessary colour.
- All documents are accompanied by a hard copy colour proof.

FOR ANY HELP WHILE PRODUCING YOUR ARTWORK,
 PLEASE CALL OUR DESIGN TEAM ON 07866 708144



TERMS AND CONDITIONS

All advertisements are accepted on the understanding that any descriptions relating to goods or services do not in any way contravene the provisions of the Trade Descriptions Act 1968. The advertiser will indemnify the proprietors and the printers against damage they may sustain in consequence of publication of his/her announcement. Payment in full on copy approval.

Copy deadline is five weeks prior to publication. In event of copy not being supplied on time, the proprietors reserve the right to repeat any previous advertisement. Any alterations following the second proof will incur origination costs of £35 per proof. Ready artwork deadlines differ.

See following for the full terms and conditions, or visit www.moormag.com

In signing the advertisement order the customer offers to place one or more advertisements with Moor Limited t/a Moor (hereinafter called 'The Company') on the terms and conditions herein stated, such offer being accepted by The Company subject as is hereinafter set out, when a copy of the said signed advertisement order is received by The Company. The proprietors reserve the right to refuse to insert any advertisement, which they consider unsuitable for publication and shall not be liable for failure of an advertisement to appear for any causes whatsoever. No responsibility can be accepted for damage to, or loss of artwork or other advertising material. No guarantee can be given that orders facing matter will appear as such. However the difference between facing matter and ordinary position rate will be refunded when it is impossible to meet the conditions of that order. (Wherever possible the advertiser will be informed prior to publication). Advertisement rates are subject to immediate revision at any time and orders are accepted on condition that the price binds The Company only in respect to the next issue to go to press. In the event of a rate increase, the advertiser or agent will have the option of cancelling the order or of continuing at the revised advertisement rate.

Cancellation: Colour or special cover positions three months before publication date. Cancellation of series bookings will incur a surcharge of insertions, which have already appeared. CANCELLATIONS ARE ONLY ACCEPTABLE IF RECEIVED IN WRITING BY THE COMPANY. YOU MUST ALLOW 28 DAYS WRITTEN NOTICE PRIOR TO PUBLICATION DATE. Copy deadline: Generally the copy deadline is five weeks before publication (e.g. 14 December 2009 being the deadline for the February 2010 issue).

In the event of copy not being supplied on time, the proprietors reserve the right to repeat any previous advertisement. All advertisements are accepted on the understanding that any descriptions relating to goods or services do not in any way contravene the provisions of the Trade Descriptions Act 1968. The advertiser will indemnify the proprietors and the printers against damage they may sustain in consequence of publication of his/her announcement. Payment in full on copy approval.

Repeated advertisements will appear exactly as they have been published. The Company is not responsible for updating any information to align with more recent advertisements. Where design instructions have been specified, these will be followed and any change to these instructions will incur origination costs of £35. Where artwork is required, a proof will be provided for approval and signing. Note, this is not a colour proof. Any copy, image, or layout alterations following the second proof will incur origination costs of £35 per proof. Copy for advertisements must be provided digitally and must take into consideration the number of images also to fit in the required space. Copy deemed excessive or unnecessary will be reduced by the Editor. Copy must clearly state all contact details to appear in the advertisement. Logo and image files must be provided digitally at 300dpi as either TIFF/EPS/PDF/PSD/AI/JPEG files. All copy/logos/images for the advertisement must be provided at booking stage. Additional files sent after this will incur an origination charge of £35. For artwork purposes, a Pantone/Spot/CMYK reference must be provided to ensure any colour accuracy required. Without such references, colour matching cannot be guaranteed.