

COUNTRY ILLUSTRATED

Media Information 2008



The World's Finest Fishing Books For Sale, Tom Fort: Where Do All The Pheasants Go? The Long-Awaited Answer, Francis Fulford
Return to Glory on the Spey, William B Currie: The Big Money in Polo, Lord Patrick Beresford: Real Tennis: Great Bordeaux

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THE NEW MINISTER FOR AGRICULTURE WHO HE IS, WHAT HE FACES: BY LORD DONOUGHUE

WHY THE BIRD LOBBY IS LOSING ITS GRIP TIM BAYNES

THE WORLD'S BEST SPORTSMAN IAN BALDING

A REAL RISK FOR SHOOTS FRANCIS FULFORD

HUNTING: HOW THINGS STAND THE BROGUE

IN A CORNISH GARDEN RODDY LLEWELLYN

The Queen's cruise to the western isles

A SUMMER HOLIDAY FOR HER MAJESTY IN HER 80TH YEAR

COUNTRY

I L L U S T R A T E D

Country Illustrated stands for the real values of life in the country. A high quality, beautifully illustrated, glossy magazine, it is also a champion of rural issues. Published bi-monthly, it offers a unique blend of entertainment and information to a large and affluent pool of 31,000 regular subscribers allied to readers who buy their copies at newsagents nationwide. Country Illustrated is high-impact, and a much respected commentator on the countryside.

Our contributors

Country Illustrated contributors are unrivalled. The Editor, Francis Fulford, is a renowned writer, landowner, countryman, sportsman, television personality and critic. Among his editorial line-up: Patrick Nicholls on country politics, Ian Balding on horse racing, Sir Edward Dashwood and Rod Brammer on shooting, Neil Collins on fishing, Martin Scott on hounds, Joanna Russell and Graham Cox on dogs, Lucre on money, Christina Lamb on gardens, Sophie Cavendish on books, Amicia de Moubray on architecture, Oscar Humphries on art, Matthew Rice on food, and Christopher Simon Sykes and Mary Killen on much else.

Our readers

Country Illustrated readers are well-read, intelligent men and women with income to spare. They own houses, estates, farms, shoots, horses, dogs, salmon beats and large gardens, and are active participants in country life. They buy luxury cars, horseboxes, guns, fly-rods and saddlery, country and city clothes, insurance, fine foods, wines and whiskies. They build stables, kennels and conservatories. They holiday in Britain and worldwide for sport and leisure. They collect pictures and antiques, and buy and sell country houses, farms and land.

Our readers are men and women at the height of their careers and their sporting and social activities, nearly half being aged 30 to 50. They are also affluent and high-spending: two in five earn annual salaries of £100,000 or more.

Vital reader statistics

79% are ABC1
 90% own their own homes
 93% put quality and home production before price
 90% take two or more holidays each year
 80% have private medical insurance
 46% use a stockbroker or internet stockbroking website

Readers' activities

79% own at least one sporting gun
 63% participate in game shooting
 76% own at least one horse
 56% enjoy game fishing
 89% have at least one dog
 41% play golf
 21% enjoy polo

Cost-effective advertising

Country Illustrated is high quality and cost efficient. It delivers to its advertisers an audience of ABC1 adults at the best price possible.

	ABC1 (% of)	Cost Per Reader (per '000)
Country Illustrated	79%	£11.78
Country Living	N/A	£18.21
Country Life	75%	£59.48
Shooting Gazette	N/A	£37.60
Tatler	86%	£59.17
Harpers Bazaar	91%	£84.90
CN Traveller	N/A	£25.19

Display Rates

Run of Magazine	Colour	Mono
Double page spread	£4,975	£3,975
Full page	£3,075	£2,275
Half page	£1,175	£1,275
Quarter page	£900	£700

Cover Positions

IFC £4,250 IBC £4,250 OBC £5,500

Classified Rates

£30 per single column centimetre
 (minimum 3 scc)

Classified advertorial £495

Series Discounts

2-3 issues 10%
 4-5 issues 15%
 6 issues + 25%

10% agency commission

(applies to recognised buying agencies)

All rates exclusive of VAT

All advertising is accepted only under our Standard Terms & Conditions, which should be read and noted by all advertisers. They are freely available on the website (countryclubuk.com), on advertisement order confirmations, and on request.

To advertise, call

Charlotte Rodger on 020 7291 8630
 (charlotte.rodger@countryclubuk.com)
 or
 Veronique Galleron on 020 7291 8624
 (veronique@countryclubuk.com)



www.countryclubuk.com

Our service to advertisers ...

www.countryclubuk.com is a highly attractive and influential website. It is quick and easy to use, and more than 1,000 of our subscribers visit the site every day.

They visit the website to buy (eg they bought £200,000-worth of goods online from January 1 to June 30, 2007), to book hotels, flights, theatre and sports tickets (valued at £250,000 in the same period), to subscribe and renew their subscriptions, and to access information before buying.

In fact, the countryclubuk.com website is so busy that our search engine ranking is sky-high—so high that many of our partners are found through our website, rather than their own, another good reason to put your brand on our website.

Our site attracts more than 57,000 unique users per month and is always increasing.

To find out how your sales campaign can be enhanced through our website, call Charlotte Rodger on 020 7291 8630 or Veronique Galleron on 020 7291 8624

Advertisement Rates

Full tile	£200 per month per page
Half tile	£100 per month per page
Sponsored link	£80 per month per page (minimum 3 months)
Listing	£50 per month per page (minimum 10 months)