

Promotional Features

Sales Support Pack

Aims

- To give customers clear expectations of what their promotional feature will look like.
 - To inspire customers and show them examples of how a feature can promote their business.
 - To help reinforce the importance of providing good copy and images in order to produce the best results – thus creating the most effective marketing for a business.
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Lamborghini Murcielago

Available from October 1st in the UK

Specifications

- 0-100: 3.9s
- Top Speed: 217 mph
- Price: £120,000

Invest and enjoy... what's not to love?

It's the most powerful road car ever made, with a 6.5 litre V12 engine producing 500hp and 480lb ft of torque. It's also the most expensive road car ever made, with a starting price of £120,000. And it's the most exclusive road car ever made, with only 10,000 ever produced.

It's a true masterpiece of engineering and design, with a carbon fibre chassis and a body made of aluminium and titanium. It's a car that's as fast as it is beautiful, and it's a car that's sure to turn heads wherever it goes.

For more information on the Lamborghini Murcielago, visit www.lamborghini.com

Sara's Petite Cuisine

100% organic, locally sourced ingredients

After the success of her first restaurant, Sara has opened a second, Sara's Petite Cuisine, in the heart of the village. The new restaurant is a beautiful, modern space with a focus on locally sourced, organic ingredients.

"The quality of the produce here is fantastic, it's really a joy to prepare."

Sara's Petite Cuisine is a true gem in the village, offering a unique dining experience with a focus on quality and sustainability. The menu is carefully curated to showcase the best of the local produce, and the atmosphere is warm and inviting.

For more information, visit www.saraspetitecuisine.com

A hotel with the wow factor

The Great Barn at the Langthorne Manor Hotel would make a stunning backdrop for any wedding

The Great Barn at the Langthorne Manor Hotel is a truly unique and stunning venue for your wedding. The barn is a beautiful, historic building with a high ceiling and large windows, providing a perfect backdrop for your special day.

The hotel is also a fantastic choice for your wedding, with a range of rooms and catering options to suit your needs. The staff are friendly and professional, ensuring that your wedding is a stress-free and memorable experience.

For more information, visit www.langthornemanor.com

2009 MARRY IN THE finest manor

THE BEST PLACE TO CELEBRATE YOUR WEDDING

For more information, visit www.langthornemanor.com

Real design & restoration

Ken Warrick of Barnes of Ashburton leading the way in the restoration of the village hall

When Ken Warrick of Barnes of Ashburton decided to restore the village hall, he knew he was taking on a big challenge. The hall had been in a state of disrepair for many years, but Ken's passion for design and restoration led him to take on the project.

Ken's team worked hard to restore the hall to its former glory, using traditional techniques and materials. The result is a beautiful, restored building that is a true gem in the village.

For more information, visit www.barnesofashburton.com

Consistent quality design and durability means format are built to last a lifetime

Consistent quality design and durability means format are built to last a lifetime. Barnes of Ashburton is a leading manufacturer of high-quality kitchen furniture, known for its consistent quality and durability.

The company's kitchens are designed to be both functional and beautiful, with a focus on using high-quality materials and traditional craftsmanship. The result is a kitchen that is built to last a lifetime.

For more information, visit www.barnesofashburton.com

The Jewel in Suffolk's Crown

THE BEST PLACE TO CELEBRATE YOUR WEDDING

The Jewel in Suffolk's Crown. The Langthorne Manor Hotel is a truly unique and stunning venue for your wedding. The hotel is a beautiful, historic building with a high ceiling and large windows, providing a perfect backdrop for your special day.

The hotel is also a fantastic choice for your wedding, with a range of rooms and catering options to suit your needs. The staff are friendly and professional, ensuring that your wedding is a stress-free and memorable experience.

For more information, visit www.langthornemanor.com

Ten days of cultural excellence

THE BEST PLACE TO CELEBRATE YOUR WEDDING

Ten days of cultural excellence. The Langthorne Manor Hotel is a truly unique and stunning venue for your wedding. The hotel is a beautiful, historic building with a high ceiling and large windows, providing a perfect backdrop for your special day.

The hotel is also a fantastic choice for your wedding, with a range of rooms and catering options to suit your needs. The staff are friendly and professional, ensuring that your wedding is a stress-free and memorable experience.

For more information, visit www.langthornemanor.com

Fresh Fruit Tarts

THE BEST PLACE TO CELEBRATE YOUR WEDDING

Fresh Fruit Tarts. Barnes of Ashburton is a leading manufacturer of high-quality kitchen furniture, known for its consistent quality and durability.

The company's kitchens are designed to be both functional and beautiful, with a focus on using high-quality materials and traditional craftsmanship. The result is a kitchen that is built to last a lifetime.

For more information, visit www.barnesofashburton.com

Hints & Tips

Headline

This needs to grab the readers attention. It should be no more than five or six words.
The shorter the better!

Standfirst

This helps to sell the story. It should be up to 15 words long and should summarise the article and encourage the reader to learn more.

Main Text

The main text should describe your business. If you are able to give the information a 'twist' it will be more interesting to the readers. Try to avoid just listing facts. Adding personality will help the reader remember your business. Keep your writing informative and intellectual. Offer good advice to illustrate you know your trade. Remember to break your text into paragraphs to help the readability of the article.

Here are some questions you might want to consider:

- What makes your business unique?
- Why should the reader visit your establishment?
- Have you time-specific offers that will generate a quick response?

Contact Details

Keep the details clear and concise and let the readers know the best way to get in touch. If possible include a telephone number, website and e-mail address.

Supplying Images

Choose your pictures carefully and please provide the best quality image possible. Look through our magazines and get a feel for the sort of image we use to illustrate your area of expertise. Often, the more simple the image, the better. Remember that you are trying to generate aspiration and desire in the reader.

Providing us with good, clear images helps us to design the best and most striking promotional feature for your business.

Approximate image sizes required:

Full page image: 220x300mm at 300dpi

Half page image: 220x150mm at 300dpi

Quarter page image: 140x140mm at 300dpi

Eighth page image: 70x70mm at 300dpi

White Space

White space on the page attracts the attention of the reader. Try not to fit in lots of images and the maximum word count on the page. You will end up with a Promotional Feature that may look cluttered and unapproachable to the reader.

Booking

When booking your promotional feature, please add a simple code to the start of the advert identifier. This will aid efficiencies and ensure the most appropriate positioning when the magazine is being planned. For a single-client promotional feature, please add the code PF to the front of the advert identifier.

Promotion

Our magazines follow guidelines set out by the Periodical Publishers Association (PPA). These state that any paid-for feature must be clearly marked as being a promotion. This is achieved by using the words Promotion at the top of the page. We label all paid for editorial style adverts using the tag Promotion. Our promotional features are based on a template that complements the editorial style of the Life magazines. Please see examples of layouts on the following pages and select the layout you feel is most appropriate to your customer/business.

Word Count

Where supplied copy exceeds the stated amounts the text will be shortened by our team. Depending on the size of the images you use for a full page promotional feature the word count should be between 350 and 450 words. For a feature using a large image or a selection of product images word count is between 250 and 350 words. If you type your text using word processing software (such as MS Word) you can get an accurate word count.

PLEASE NOTE:
Images taken from websites are only 72dpi and are not good enough quality for print production.

Contact Us:

This document has been prepared by Archant Publishing Services for Archant Life. To offer feedback, comments or for more information please do not hesitate to contact us: **01603 772881**

Full Page Promotion



1 → PROMOTION

2 → **More than just fine**

3 → Seeking a change in lifestyle, Jon and Angela Thompson traded their house in the suburbs for a bungalow in rural Kent

4 → **Angela Thompson** spent 20 years living happily in Bromley but when their children had grown up and left home they started to think about a change of lifestyle, as Angela had long wanted to keep alpacas. They eventually decided to sell their five-bedroom family home and spent six to 12 months hunting for a smallholding within an hour's radius of Bromley as Angela, who is a primary school teacher, still had to be fairly close to work.

5 → **"Melt in the mouth deliciousness"**

6 → Jon works mainly from home so this was less of an issue for him. The pair had a reasonable but limited budget for the improvement work they anticipated doing. In November 2014 the couple finally found a tired 1970s bungalow in the tiny Kent village of Grafty Green that was ripe for renovation. It also came with several acres of pasture that was perfect for all the animals they wanted to keep so far

7 → eight alpacas, five rescue goats, a sheep called Doris and Ollie, a one-eyed Shetland pony. They foster the goats, sheep and Shetland for Buttercups Goat Sanctuary, plus a dog, cat, rabbit and several chickens rescued from battery farms.

RENOVATION POTENTIAL
The existing house had suffered years of neglect and there was no insulation, but while Jon and Angela knew they wanted to make radical alterations, they'd never carried out. Realising they needed professional help, they teamed up with Barry Stott-Brookes from The Architects Atelier and with his help, decided to reconfigure the existing layout and add a dramatic vaulted extension with a semi open-plan. Realising they needed professional help, they teamed up with Barry Stott-Brookes from The Architects Atelier and with his help, decided to reconfigure the existing layout and add a dramatic vaulted extension with a semi open-plan. Realising they needed professional help, they teamed up with Barry Stott-Brookes from The Architects Atelier and with his help, decided to reconfigure the existing layout and add a dramatic vaulted extension with a semi open-plan. *

Address Information, Address Information, Address Information, 0000 000 000 info@email.co.uk webaddress.co.uk

Use images to grab the readers attention and balance with informative and interesting text

- 1 Page Slug
- 2 Headline
- 3 Standfirst
- 4 Drop Cap
- 5 Pull Quote
- 6 Bodycopy
- 7 Contact Details

Check List

- MAIN IMAGE:** One large image or several smaller images.
- HEADLINE:** 1-6 words that will grab the readers attention. The shorter the better!
- STAND FIRST:** up to 15 words that introduce the text.
- BODY COPY:** approx. 250-450 words describing your business.
- CONTACT DETAILS:** let the readers know the best way to get in touch
- INFORMATION BOX:** information separate from main copy



More than just fine

Seeking a change in lifestyle, Jon and Angela Thompson traded their house in the suburbs for a bungalow in rural Kent

Angela Thompson spent 20 years living happily in Bromley but when their children had grown up and left home they started to think about a change of lifestyle, as Angela had long wanted to keep alpacas. They eventually decided to sell their five-bedroom family home and spent six to 12 months hunting for a smallholding within an hour's radius of Bromley as Angela, who is a primary school teacher, still had to be fairly close to work. Jon works mainly from home so this was less of an issue for him. The pair had a reasonable but limited budget for the improvement work they anticipated doing. In November 2014 the couple finally found a tired 1970's bungalow in the tiny Kent village of Grafty Green that was ripe for renovation.

"Grill dining in lively, contemporary spot"

It also came with several acres of pasture that was perfect for all the animals they wanted to keep; so far eight alpacas, five rescue goats, a sheep called Doris and Ollie, a one-eyed

Shetland pony. They foster the goats, sheep and Shetland for Buttercups Goat Sanctuary, plus a dog, cat, rabbit and several chickens rescued from battery farms.

RENOVATION POTENTIAL

The existing house had suffered years of neglect and there was no insulation, but while Jon and Angela knew they wanted to make radical alterations, they'd never carried out.

Realising they needed professional help, they teamed up with Barry Stott-Brookes from The Architects Atelier and with his help, decided to reconfigure the existing layout and add a dramatic vaulted extension with a semi open-plan. Realising they needed professional help, they teamed up with Barry Stott-Brookes from The Architects Atelier and with his help, decided to reconfigure the existing layout and add a dramatic vaulted extension with a semi open-plan. Realising they needed professional help, they teamed up with Barry Stott-Brookes from The Architects Atelier and with his help, decided to reconfigure the existing layout and add a dramatic vaulted extension with a semi open-plan. *

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0000 000 000 • info@webaddress.co.uk • webaddress.co.uk

LANDSCAPE LOGO

Half Page Promotion

1 → PROMOTION

2 → *More than just fine*

3 → Seeking a change in lifestyle, Jon and Angela Thompson traded their house in the suburbs for a bungalow

4 → **A**ngela Thompson spent 20 years living happily in Bromley but when their children had grown up and left home they started to think about a change. They eventually decided to sell their five-bedroom family home and spent six to 12 months hunting for a smallholding within an hour's radius of Bromley as Angela, who is a primary school teacher, still had to be fairly close to work. Jon works mainly from home so this was less of an issue for him. The pair had a reasonable but limited budget for the improvement work they anticipated doing. Jon works mainly from home so this was less of an issue for him. The pair had a reasonable but limited budget for the improvement work they anticipated doing. Jon works mainly from home so this was less of an issue for him.

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5 → Address Information, Address Information, Address Information
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6 →

SPACE FOR HALF PAGE ADVERT

Half page promotional features are designed as full pages to allow the PROMOTION slug to bleed off the top of the page.

- 1** Page Slug
- 2** Headline
- 3** Standfirst
- 4** Drop Cap
- 5** Bodycopy
- 6** Contact Details

**KEEP IT SHORT
KEEP IT SNAPPY**

Shorter headlines are better for grabbing the readers attention.

PROMOTION

Angela Thompson spent 20 years living happily in Bromley but when their children had grown up and left home they started to think about a change of lifestyle, as Angela had long wanted to keep alpacas. They eventually decided to sell their five-bedroom family home and spent six to 12 months hunting for a smallholding within an hour's radius of Bromley as Angela, who is a primary school teacher, still had to be fairly close to work. Jon works mainly from home so this was less of an issue for him. The pair had a reasonable but limited budget for the improvement work they anticipated doing.

RENOVATION POTENTIAL
The existing house had suffered years of neglect and there was no insulation, but while Jon and Angela knew they wanted to make radical alterations, they'd never carried out. Realising they needed professional help, they teamed up with Barry Stott-Brookes from The Architects Atelier and with his help, decided to reconfigure the existing layout and add a dramatic vaulted extension with a semi open-plan. Realising they needed professional help, they teamed up with Barry Stott-Brookes from The Architects Atelier and with his help, decided to reconfigure the dramatic vaulted extension with a semi open-plan. Realising they needed professional help, they teamed up with Barry Stott-Brookes dramatic vaulted extension with a semi open-plan. ♦

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More than just fine

Seeking a change in lifestyle, Jon and Angela Thompson traded their house in the suburbs for a bungalow

SPACE FOR HALF PAGE ADVERT

Double Page Promotion

Create eye-catching advertorials with larger imagery and pull quotes.

1 Page Slug
Only one PROMOTION slug is required for a double page spread.

2 Impressive Imagery
A larger advertising space doesn't have to mean more images, it can mean more impressively sized images. Give your advert the 'wow factor' with a billboard sized image.

3 Pull Quote
Draw attention to key points or information with a pull quote.



More than just fine

Seeking a change in lifestyle, Jon and Angela Thompson traded their house in the suburbs for a bungalow in rural Kent

Angela Thompson spent 20 years living happily in Bromley but when their children had grown up and left home they started to think about a change of lifestyle, as Angela had long wanted to keep alpacas.

They eventually decided to sell their five-bedroom family home and spent six to 12 months hunting for a smallholding within an hour's radius of Bromley as Angela, who is a primary

"Melt in the mouth deliciousness"

school teacher, still had to be fairly close to work.

Jon works mainly from home so this was less of an issue for him. The pair had a reasonable but limited budget for the improvement work they anticipated doing.

In November 2014 the couple finally tiny Kent village of Grafty Green that was ripe for renovation.

It also came with several acres of

pasture that was perfect for all the animals they wanted to keep; so far eight alpacas, five rescue goats, a sheep called Doris and Ollie, a one-eyed Shetland pony. They foster the goats, sheep and Shetland for Buttercups Goat Sanctuary, plus a dog, cat, rabbit and several chickens rescued from battery farms.

RENOVATION POTENTIAL

The existing house had suffered years of neglect and there was no insulation, but while Jon and Angela knew they wanted to make radical alterations, they'd never carried out. It came with several acres of pasture that was perfect for all the animals they wanted to keep; so far eight alpacas. Realising they needed professional help, they teamed up with Barry Stott-Brookes from The Architects Atelier and with his help, decided to reconfigure the existing layout and add a dramatic vaulted extension with a semi open-plan.

RENOVATION POTENTIAL

The existing house had suffered years of



Caption



Caption

neglect and there was no insulation, but while Jon and Angela knew they wanted to make radical alterations, they'd never carried out. It came with several acres of pasture that was perfect for all the animals they wanted to keep; so far eight alpacas.

Realising they needed professional help, they teamed up with Barry Stott-Brookes from The Architects Atelier and with his help, decided to reconfigure the existing layout and add a dramatic vaulted extension with a semi open-plan.

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"Melt in the mouth deliciousness"

reconfigure the existing layout and add a dramatic vaulted extension with a semi open-plan. blah blah words words.



Caption



Composite Pages

Promote multiple advertisers that are comparable by type or location alongside one another. For example a town or afternoon tea feature.

1 Page Slug

Only one PROMOTION slug is required for a double page spread.

2 Bookings

Comp pages should be booked as 28x4 or 28x8 bookings and each individual advertiser should be booked as a 1x1. The main artwork and each 1x1 booking should be marked for the attention of one designer. The main artwork URN should be included on each 1x1 booking.

3 Word Count

Be realistic with the word count for each entry. For example the bodycopy for this example page is 35-40 word per entry, plus header and contact details. Make sure the information is consistent across all advertisers.

4 Proofing

Each 1x1 booking can be proofed out on their separate URNs. This means that advertisers only focus on their promotion, not the entire comp page.

PROMOTION

Visit Knutsford

This popular county town has so much to offer to residents and visitors alike



TIMBER WINDOWS OF KNUTSFORD
A visit to our elegant showroom in Knutsford is a must for those considering upgrading their homes. On display you'll find a range of beautiful traditionally weighted sash windows, stylish flush casement windows and an extensive choice of modern and traditional entrance doors. Open Tuesday-Friday 10-5 and Saturday 10-4.
King Street | 01565 745 225
www.cheshiretimberwindows.com



WRIGHT MARSHALL
Wright Marshall is one of the leading auction houses in the region. Our sales are renowned for their quality and range, attracting buyers not just from the North-West but from across the world via online bidding. Free valuation days every Friday 9am - 12pm & 1pm - 4pm.
Church Hill | 01565 653 284
www.wrightmarshall.co.uk/fine-art



THE LAMBING SHED FARM SHOP & CAFÉ
Our award-winning Butchery has the finest quality beef and lamb, reared on our working farm. We hand-make all our own traditional pies and cakes and stock over 60 local suppliers. The Café, open daily, serves breakfast until 11.30am, lunch throughout the day and afternoon tea from 2.30pm.
Chelford Road | 01565 631 027
www.thelambingshed.com



THE MERE GOLF RESORT & SPA
One of Cheshire's premier resort destinations complete with 81 luxurious individually designed guest bedrooms, including 10 suites, a Championship Golf Course and a floating drive range, plus an award-winning health spa and fitness club which offers over 50 classes a week.
Chester Road | 01565 830 155
www.themereresort.co.uk



GASCOIGNE HALMAN
When selling or letting your home, you want to work with the right team; people who have intimate knowledge of the local area, a strong track record of achieving results and a professional service that meets all of your requirements. Our team in Knutsford has its finger on the local pulse. It's why our clients come back to us time and again.
Princess Street | 01565 750 900
www.gascoignehalman.co.uk



MHR CLINIC
A world-leading hair restoration clinic based on the Tatton Estate. Offering a range of advanced surgeries, treatments and therapies it also combines more than 40 years of hair restoration expertise to provide an exclusive and discreet service that achieves unparalleled, natural results for its clients.
Rostherne | 01565 745 344
www.mhrclinic.co.uk



KNUTSFORD DENTAL ACADEMY
We offer a full range of dental care; we treat people with major dental disabilities and equally we care for many children who simply need to experience dentistry in a nice way. For your complimentary consultation quote: Cheshire Life.
Malt Street | 01565 755 755
www.thedentalacademyknutsford.co.uk



KNUTSFORD DAY AND MEDI SPA
Offering a haven of relaxation and tranquillity where you leave the outside world behind. Situated in The Malt House in the centre of Knutsford, the spa enjoys an idyllic outlook over the lake. For 20% off your first treatment quote: Cheshire Life.
Malt Street | 01565 755 765
www.theknutsforddayspa.co.uk



OKA
Since 1999, OKA has been designing and travelling the world to source beautiful, unique homewares. OKA Knutsford showcases seasonal collections in living and dining room sets and smaller accessories such as faux flowers, cushions and lighting. There is also a dedicated Interior Designer in store to help you from start to finish.
Manchester Road | 01565 220 020
www.oka.com

