

# Get seen in all the right places...

23,000 ABC1 HOMES IN AND AROUND LEEDS, WETHERBY, YORK, HARROGATE AND WHARFEDALE



The great way to target the biggest spenders in the affluent areas around Leeds, Wetherby, Harrogate, York & Wharfedale



Excele is the influential, high-quality monthly magazine delivered free to 23,000 ABC1 homes, giving advertisers an unrivalled opportunity to target the biggest spenders in the affluent areas around Leeds, Wetherby, York, Harrogate & Wharfedale. Providing a much-needed mix of features on dining-out, leisure activities, health and beauty, property, cars, fashion, interiors and culture - in fact everything that the discerning people of these distinctive regions find of lasting interest!

Excele is a unique local publication that is both kept and passed around. Many local businesses regard Excele as exceptional value for advertising that really works. They appreciate the powerful effect that setting their advertisement in a high quality, well-designed magazine can have.

The Excele family of magazines has a total readership of over 200,000

## TESTIMONIALS

“Carpenters of York have advertised with Excelle magazine for four years now, and the level of interest and orders created through the regular advertising in such a quality production has established Carpenters as a leader in the supply and fitting of quality real wood floors. In that time the company has grown in stature, and we believe this is due, in no small part, to advertising in Excelle.”

**John D Stringer**

Carpenters of York, Brotherton

“It is my pleasure to write a testimonial for Excelle! I have been advertising my business with Excelle Magazine, throughout West Yorkshire for the past 2½ years, directly to our target market. The creative adverts and professional representation make the ‘buying experience’ a pleasant one and we have seen our sales grow as a result .”

**Robert Booth**

Booth’s Carpets & Furnishings

“Two years ago we worked out a programme of advertisements with Excelle’s Sales Director, Bishr Forrest. The response was immediate then, and since the magazine has started distribution in the new areas, Excelle is now even better for Furniture Hamlet. Our investment in Excelle has proved a success and we will continue to promote ourselves in this well-put-together glossy magazine.”

**David Tomlin**

Furniture Hamlet, Pontefract

“Having used Excelle magazine as part of an ongoing marketing campaign to raise awareness of the many aspects of Ridding Park, we have been delighted with the response that we have received. The magazine will continue to form an important part of our marketing strategy in the coming year.”

**Fiona Ashburn**

Ridding Park Hotel, Follifoot

## PAGE SIZE

## INSERTIONS PER MAGAZINE

	1	3	6	12	
Full Page	£1175	£1095	£1050	£950	Prices exclude VAT at current rate. Agency commission 10 percent. Inserts quoted on request
Half Page	£640	£610	£580	£550	
Quarter Page	£370	£340	£325	£295	
Eighth Page	£205	£195	£185	£170	
Inside Front/Back Cover	£1290	£1230	£1170	£1110	
Back Cover	£1450	£1400	£1330	£1260	

## ADVERTISEMENT SIZES

Height & Width	Bleed Sizes	Trim Sizes	Type Area
Full Page	303mm x 216mm	297mm x 210mm	270mm x 190mm
Half Page Vertical	N/A	N/A	270mm x 93mm
Half Page Horizontal	N/A	N/A	133mm x 190mm
Quarter Page	N/A	N/A	133mm x 93mm
Double Page Spread	303mm x 426mm	297mm x 420mm	270mm x 400mm

**Copy Dates:** 3 weeks prior to publication date. **Cancellation:** 3 weeks prior to publication date

**Conditions of Acceptance:** All advertisements for publication in Excelle are subject to the publisher’s conditions of acceptance, copies of which are available on request.

**Sending Artwork to Excelle:** Please send hi-res files (300dpi CMYK) in one of the following formats: pdf, jpg, tiff or eps. These can be sent on CD or emailed to; [info@excellemagazine.co.uk](mailto:info@excellemagazine.co.uk)

## SPECIAL PROMOTIONS - Don't just advertise; tell our readers all about it!

Our editorial team can turn your news into well-written, relevant articles that promote all aspects of your business in a less direct, more persuasive way. For each full page of advertising you buy, you will receive one full-page article free of charge. Restaurants, property developers and car dealers - ask us for details about advertising packages specially designed for your business.



Excelle Magazine is a  leafmedia publication

**LIFESTYLE WITH A LOCAL FOCUS - CALL NOW ON 01937 581 400**

Flockton House Audby Lane Wetherby LS22 7FD. Tel: 01937 581 400 Fax: 01937 581 444 Email: [sales@excellemagazine.co.uk](mailto:sales@excellemagazine.co.uk) Web: [www.excellemagazine.co.uk](http://www.excellemagazine.co.uk)