



# etc

*magazine information 2012*

**The most widely  
distributed lifestyle  
magazine in Sussex**

# etc

everything that counts

etc magazine was launched in 2005, with the ambition to simply celebrate 'everything that counts' in our beautiful county. Initially the magazine served the area of west Sussex with 20,000 copies. Over the past seven years etc has grown through reader and advertiser demand and is unique in publishing 40,000 copies each month across east and west Sussex. In 2008 etc was awarded the 'niche publication of the year award' at the prestigious Newspaper Society Awards.

Brought to you by Johnston Press plc, publishers of the counties leading quality newspaper titles, etc brings our vast readership local interviews, fashion, interiors, arts, dining, motoring, property, health, beauty, what's on and where to go. Our considerable knowledge of Sussex through our local editorial, advertising, distribution and local design teams all serve to enhance your advertising campaign. There is simply no better luxury medium to promote your company to the affluent Sussex audience.

## what our readers say

*It's a really good mixture. I love the articles about local places and the fashion is always inspiring. The whole mag is a great read.*

**Ms G. Clarke, Brighton**

*I think etc is a great magazine and has everything covered from fashion to food. It ticks all the right boxes.*

**Rachel Thompson, Shoreham-by-Sea**

*I think it is a super free magazine. Paper quality is excellent, editorial interesting – I can always find something to read.*

**Mrs L J Woolley, Pulborough**

*A good magazine of high quality. Excellent coverage of local events and information, advertising, fashion and food.*

**Mrs M. Finch, Chichester**

*I like the advertising features and always the competitions. The fashion pages are great and the shopping pages always inspire me as well as save trawling round the shops.*

**Miss B. Terry, Eastbourne**

*It is easy to read, it features extremely interesting articles and is a must read each month. An excellent addition to anyone's magazine rack.*

**Anthony Simpson, Horsham**

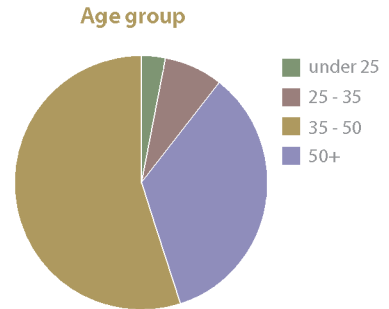
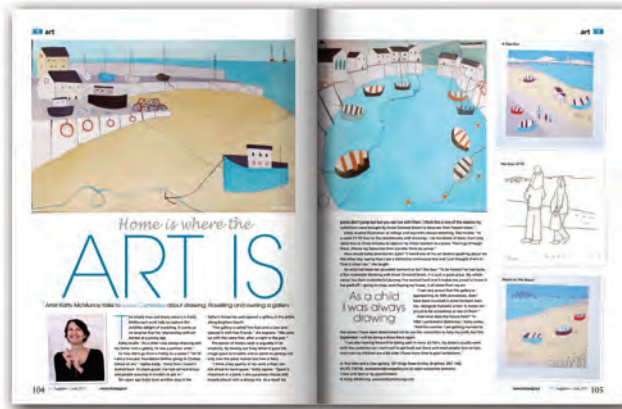
*Love it! The magazine has a perfect balance of articles and advertising. It is beautifully presented and is a hugely enjoyable read.*

**Jane Manners, Hastings**



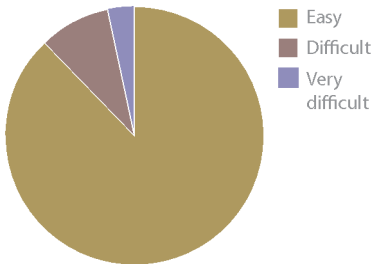
# etc audience profile

etc targets a high end audience through carefully selected distribution outlets, our readership is the discerning and well off through to active retirement. Our surveys demonstrate that our readership are successful in their careers and urbane in their tastes. These are consumers that spend substantial amounts on their lifestyle and like to look their best.

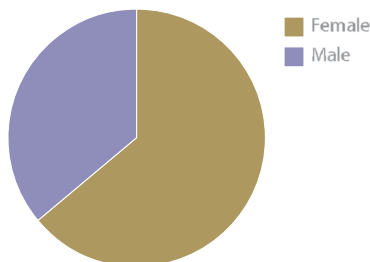


Our readers enjoy regular holidays, improving their homes and gardens and invest in high value items, the latest technology, luxury motor cars and will regularly dine out. Typically these purchases will be made within a fifteen mile radius of our readers homes.

## How easy to pick up



## Our Readership



# etc market overview

etc targets readers that typically fall into one or more of the following socio-economic groups:

## Group A Symbols of Success

People are set in their careers and their incomes have risen into the upper income tax ranges. This group is likely to purchase luxury items and expensive brands. They are most likely to pay for private education and healthcare.

## Group B Professional Rewards

People are employed at managerial and executive level. Often in their 40's or 50's they enjoy significant equity in their homes, with incomes from investment as well as employment.

## Group C Suburban Comfort

People have established themselves and their families in comfortable homes in mature suburbs. Children are becoming independent, work is less of a challenge and they have more time to enjoy the finer things in life.

## Group G Careers and Kids

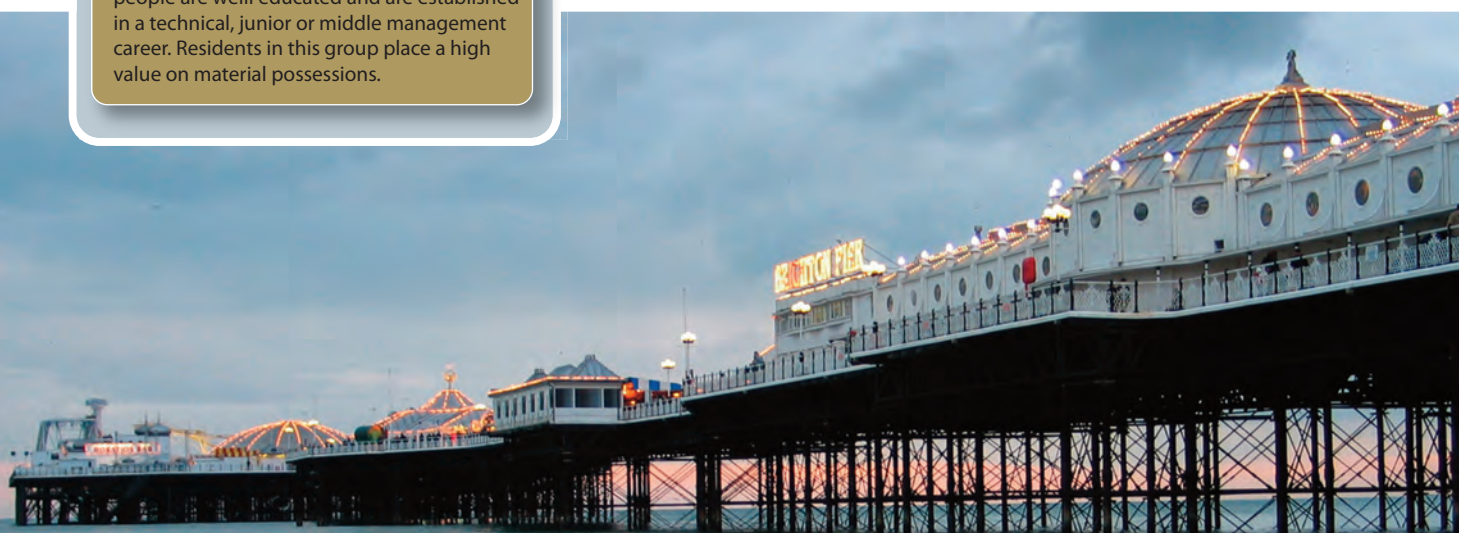
People are young couples who are focussed on the needs of their children and the creation of a comfortable family home. These people are well educated and are established in a technical, junior or middle management career. Residents in this group place a high value on material possessions.

West Sussex and east Sussex is home to more than a million people and millions more visit our coast and countryside every year.

Business is strong throughout the counties there are lots of new and growing businesses emerging, and the realisation is that this coastal strip has a real central position with its close proximity to London, Gatwick and Southampton Airport and Europe via the large international ferry ports making it the ideal place to start or expand a business.



In the main urban areas we appeal to the younger professionals with a more liberal outlook. These are not consumers to be overly sold to, however they will respond well to more intelligent humorous messages, and will seek out brands with a multicultural outlook and products that display an ethical and environmental responsibility.



# etc what our advertisers say

*etc magazine is perfect for Wabi marketing as it highlights the quality we offer our customers and is tailored to those customers we are advertising to in Sussex and Surrey. Our sales have grown substantially over the past eight months and etc has been key in achieving these great results.*

**Wabi Restaurant, Horsham**

*We have advertised in etc on a regular basis for our BMW and Mini dealerships, we feel it is perfect for our brands, it's a great quality magazine and has a fantastic coverage for the South*

**Chandlers BMW – Worthing'**

*etc offers excellent print to a wide and varied audience. We have been able to promote a diverse brand range from Pandora to Rolex at a good price. I believe advertising in Etc has seen a good return and this is why I would recommend advertising in Etc magazine.*

**Pressleys – Worthing & Chichester**

*Gold Arts have advertised for a few years now with etc and have been very happy with the quality and variation of the articles within the magazine. The main attraction for us is the distribution and the advantage that it reaches a wide audience by being free.*

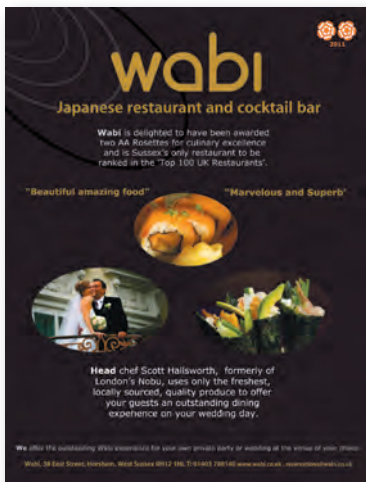
**Gold Arts, Brighton**

*We always get new customers from advertising in your magazine. We like the quality and the varied articles every month*

**EBUK, Eastbourne**

*We are strong supporters of all the titles in the Johnston Press group and have found that advertising within etc magazine particularly puts us in front of an important local audience who are interested in luxury experiences.*

**Goodwood Racecourse**



# etc distribution

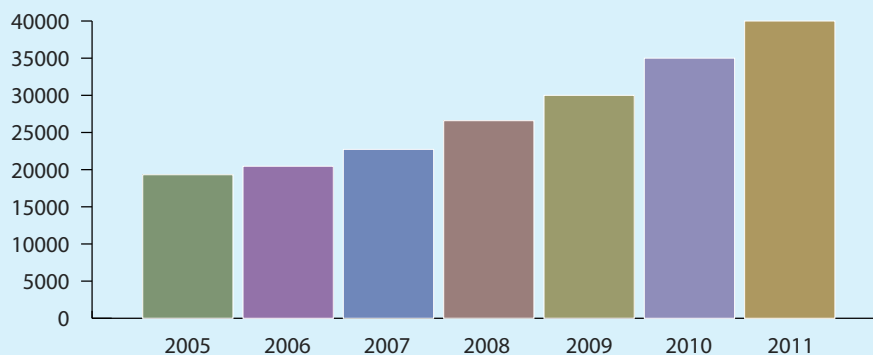
## The most widely distributed lifestyle magazine in Sussex

In 2005 etc magazine distributed 20,000 copies targeting west Sussex. Over the past seven years the publication has developed due to demand and serves both the counties of east and west Sussex with over 40,000 copies each month and growing.

etc distribution points are targeted to achieve the optimum response levels for our advertisers by being easily available in the most desirable outlets. etc is available to pick up at over 600 outlets each month including selected Waitrose, Sainsbury and Marks and Spencer outlets.



### Distribution Trend Graph



# etc advertising rates

## Rates 2012

Advertising rates are charged per insertion, plus VAT.

Bespoke packages are available for series bookings, please speak to your representative for more information, rates and availability.

Guaranteed positions carry a minimum of a 30% surcharge.

Display Insertions	1 insertion	3 insertions	6 insertions	12 insertions
Double Page Spread	£1,950	£1,755	£1462	£1170
Full Page	£1,000	£900	£750	£600
Half Page	£600	£540	£450	£360
Quarter Page	£360	£324	£250	£216
Eighth of Page	£210	£189	£157	£126
Sixteenth of Page	£140	£126	£108	£98

Series and promotional package discounts are offered for the whole term of the agreed advertising campaign, if cancelled before the agreed campaign has ended we reserve the right to revert rates back to rate card and reclaim any agreed discount.

All rates include the online magazine.

Further online options are available from £10 a month.

Sky scrapers and MPU's are available from £50 a month.

## Specials for 2012

January	New Year New You
February	Education Love Edition - Weddings
March	Motoring New Registration
April	What's on
May	Home & Interiors
June	Here Comes Summer
August	Weddings
September	Motoring New Registration Education
November	Christmas Edition
December	Christmas Edition

The pages of etc Magazine are available to view on line at [www.etcmag.net](http://www.etcmag.net) with click through available to your website\*



\*Website click through available at an additional cost.

# etc technical specifications

Artwork to be supplied in PDF format.

Colour and greyscale bitmap images must be CMYK 300dpi.

Line art supplied in 1200dpi.

No Pantone or spot colours.

All fonts to be embedded.

Files should be flattened with no transparency.

PDFs should be Adobe Acrobat 6.0 compatible (PDF/X 1a) saved as a composite.

We have a dedicated Advertising Production facility and in-house Graphic Design Studio, both providing a professional design service free of charge.

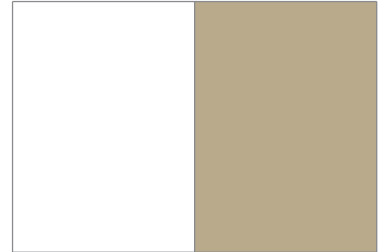
Pictures to be supplied as 300dpi RGB jpegs with medium/high compression.  
(Please note web images are 72dpi and not suitable for print).

Due to copyright restrictions we are unable to accept customers supplied fonts.

#### Disclaimer

Supplied files must meet the size and format specifications within this document. The accuracy of supplied artwork remains the customer's responsibility. We will not accept liability for content accuracy if proofs have not been supplied. Equally, we will not accept responsibility for errors in final print due to supplied digital data that does not correspond with our specifications.

#### Full page



Bleed 303 x 236 mm wide  
Trim 297 x 230mm wide  
Type 266 x 198mm wide

#### 1/2 page horizontal



Bleed 152 x 236mm wide  
Trim 146 x 230mm wide  
Type 130 x 198mm wide

#### 1/2 page vertical



Bleed 303 x 121mm wide  
Trim 297 x 115mm wide  
Type 266 x 96mm wide

#### 1/4 page horizontal



Bleed 79 x 236 mm wide  
Trim 73 x 230 mm wide  
Type 65 x 198 mm wide

#### 1/4 page vertical



Bleed 152 x 118mm wide  
Trim 146 x 112mm wide  
Type 130 x 96mm wide

#### 1/8 page horizontal



Bleed 42 x 236 mm wide  
Trim 36 x 230 mm wide  
Type 32 x 198 mm wide

#### 1/8 page vertical



Bleed 82 x 118mm wide  
Trim 78 x 112mm wide  
Type 62 x 96mm wide