

latest homes

- *Latest Homes* is the Number One weekly property magazine for Brighton and Hove and Sussex.
- It is full colour, free and available at newsagents, estate agents and over 1,000 outlets throughout the south.
- Packed with interesting and stylish editorial, it boasts an extensive property section comprising sales and lettings plus homes and interiors editorial and advertising. *Latest Homes* also has an extensive jobs and business section. The magazine comes with **latest 7**, the weekly entertainment guide including TV listings and celebrity news, and therefore offers advertisers that extended cross-over readership.
- Extremely competitive rates.
- We can offer friendly advice on new business launches and special advertising campaigns. Ask about our calendar of forthcoming features.
- Dream Home features including professional photography and editorial have become the most popular way to market special properties.
- *Latest Homes* covers and features are available. For details and availability please call.
- *Latest Homes* can offer creative services to advertisers at very competitive prices. Call us for details.
- Research shows that over 100,000 people across Sussex, London and the South read *Latest Homes* every week.

Sales contact details

Telephone 01273 818150

Advertising Director Lynne Edwards
 Email lynne@thelatest.co.uk
 Extention 112

Advertising Executive Rachel Bryant
 Email rachelb@thelatest.co.uk
 Extention 105

Advertising rates

"We decided to use *Latest Homes* exclusively some time ago and have been thrilled with the results. Austin Gray's profile in the city is extremely important and *Latest Homes* reaches exactly the audience that we are aiming our business at."

Graham Farthing, Austin Gray

"I have only ever advertised in *Latest Homes*, as I find the magazine to be without question the most modern and the most superior quality property publication in Sussex. All the staff are extremely accommodating and reliable and most of all *Latest Homes* leads to properties selling quicker."

Joe Wheeler, Wheelers Estate Agents

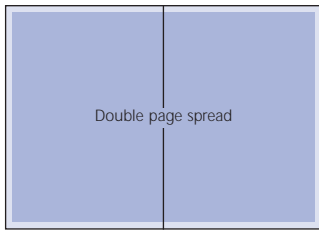
"Having been disappointed with the lack of customer response from a variety of Brighton based media features we tried, we found the response from our feature in *Latest Homes* to be absolutely superb. It is clear that the magazine has a wide readership who actually take note of what they are reading and act upon it. We will work with *Latest Homes* again and found them to be easy to work with. Their assistance was invaluable in placing copy that clearly stimulated and informed our target audience."

Jo lee, Director, Swedish interior design

"Having started a second shop in the centre of Brighton 6 years ago *Latest Homes* are the only magazine I still regularly advertise with. Their helpful staff, constant support with editorials, front covers and promotions have helped my business tremendously and most importantly the feedback I get from customers saying they have seen our adverts or products in the *Latest Homes* is invaluable."

Ben Smith, Mister Smith Interiors

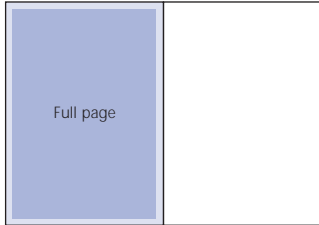




All dimensions
width mm x height mm

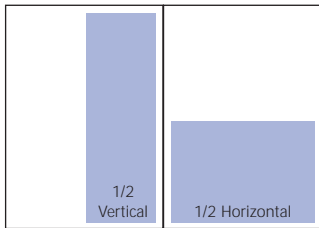
Double page spread

Bleed 426mm x 303mm
Trim 420mm x 297mm
Type 400mm x 273.5mm



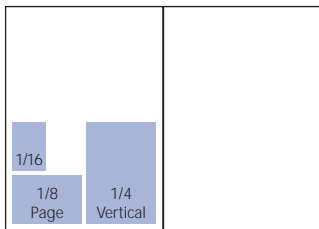
Full page

Bleed 216mm x 303mm
Trim 210mm x 297mm
Type 190mm x 273.5mm



Half page sizes

1/2 Horizontal 190mm x 134mm
1/2 Vertical 92mm x 273.5mm



Miscellaneous advert sizes

1/4 Vertical 92mm x 134mm
1/8 92mm x 64mm
1/16 44mm x 64mm
Cover Box 37.5mm x 47mm

Advertising rates

Size	Price
Double page spread	£900
Inside front	£750
Dream Home/advertising feature from	£600
Full page	£500
Half page vertical	£300
Half page horizontal	£300
Quarter page vertical	£175
Cover box	£125
Eighth page	£100

SERVICE ADVERTS

The service page adverts are available in three sizes, 1/4, 1/8 and 1/16 and are sold for a minimum run of six weeks.

Size	Price
Quarter page	£100 per week
Eighth page	£50 per week
Sixteenth page	£25 per week

All prices subject to VAT

LOOSE INSERTS

Loose inserts are available from £25 per thousand (min 5,000).

SPECIAL POSITIONS & SERIES DISCOUNTS

Talk to our sales staff about special positions and series discounts.

Artwork information

Camera-ready ads should be supplied digitally in one of the following formats: JPEG, TIFF, EPS or press PDF with all fonts embedded and spot colours converted into CMYK.

Adverts may be supplied as QuarkXpress files providing all fonts and images are supplied.

Images should be no less than 300dpi at print dimensions and CMYK.

We can accept artwork via email, CD-R or DVD preferably in Apple Macintosh format.

Any artwork supplied incorrectly may incur additional costs.

Advert copy to be set, can be supplied by email as a single Microsoft Word document with images or logos as separate JPEG attachments.

Publication is weekly on every Tuesday. The deadline for bookings is 14 days prior to the publishing date.

Amendments

Once copy has been received this will be deemed to be the final and complete information. Alterations to copy will be accepted at our discretion.

Cancellation

You may be liable for payment in full for any adverts cancelled, or for which copy has not been received within seven days prior to the publication date.

Production contact details

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