

# coast

Because life is better by the sea



[coastmagazine.co.uk](http://coastmagazine.co.uk)



# BRAND REACH

► Circulation	40,000
► Readership	251,000
► Subscribers	10,000

Offering a unique lifestyle package **coast** mixes UK holiday and day trip inspiration with property and interiors; food, culture and fashion. It celebrates all aspects of the British coastline through the changing seasons; immersing its readers in beautiful seascapes, nature and coastal wildlife. Readers look to **coast** to inspire their next adventure. They trust its recommendations on where to stay, where to eat and where to shop. Its growing social audience is testament to the engagement of the Coast community.

## ON-PAGE ADVERTISING RATES

- DPS £6,200
- Full page £3,400
- Half page £1,870
- Premium positions (IFC, IBC, OBC) + 50% loading
- Coast directory from £190

Advertorials and other bespoke solutions available on request

## CONTACT DETAILS

### Commercial Manager

Emma Doran - 01959 543 706  
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### Advertising Manager

Sue Tannatt - 01959 543 581  
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### Sales Support Manager

Catherine Fulcher - 01959 543 569  
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## This is what our advertisers say:

"I have been so pleased with my advertising in the Coast - Coastal Breaks section, I have had such a great response and will definitely be continuing my series booking"

**Melissa - Groes-las Luxury Welsh Cottage**

"We would recommend Coast Magazine for property sales. Our latest development generated a lot of interest with Coast readers and sold very quickly"

**Adrian Marmont of Marmont  
Property Developments**





## DIGITAL BRAND REACH

► Unique users	45,104
► Page views	162,354
► Social audience	35,074
► E-newsletter subscribers	33,752

## WEBSITE ADVERTISING RATES

► Single MPU (300px x 250px)	£20 cpm
► Double MPU (300px x 600px)	£24 cpm
► Sponsored native content	from £100 cpm

## E-NEWSLETTER ADVERTISING RATES

► MPU (180px x 230px)	£26 cpm
► Large baseline banner (600px x 300px)	£27 cpm
► Sponsorship of e-newsletter	£70 cpm
► Partnership email	£100 cpm
► Custom solutions available on request	

# PRINT CALENDAR

Issue	Insert Delivery	Copy Deadline	On Sale
February	15th December	12th December	30th December
March	13th January	9th January	27th January
April	10th February	6th February	24th February
May	10th March	6th March	24th March
June	14th April	10th April	28th April
July	12th May	8th May	26th May
August	16th June	12th June	30th June
September	14th July	10th July	28th July
October	11th August	7th August	25th August
November	15th September	11th September	29th September
December	13th October	9th October	27th October
January 18	10th November	6th November	24th November
February	14th December	12th December	29th December
March	12th January	8th January	26th January
April	9th February	5th February	23rd February

## 2017 THEMES

**January** – Escape to the Coast / Coastal Spas & Wellness

**February** – Staycations / Romantic Breaks / Winter Walking

**March** – Cornwall Special

**April** – Best British Breaks

**May** – Budget Breaks / Outdoor Living

**June** – Property Special

**July** – Islands Special

**August** – Summer Special

**September** – Devon Special

**October** – Interiors / Property Special

**November** – Arts & Crafts Special

**December** – Christmas Special





# coast AUDIENCE

42%  
AB

35-54  
year old affluent  
women (74%)  
and men (26%)

The average Coast reader takes 3 UK holidays a year

70% of  
readers  
enjoy  
regular  
walks

74% of readers  
are the main  
shopper in their  
household

96%  
regularly visit  
the coast

91% of readers are seeking interiors inspiration

65%  
ABC1

1 in 11 plan to move in the next 12 months

21%  
of subscribers  
visit the coast  
at least once  
a month

coast readers are foodies  
79% eat out regularly  
66% love to cook

Sources: Coast Readership survey 2016

coast