

Of all the magazines produced in the Celtic countries I have visited **CAMBRIA** is most representative of the soul and psyche of the land and its people.

TOM O'NEILL  
Senior Writer  
*National Geographic Magazine*

## Media Pack

Effective: January 2007



# CAMBRIA

WALES'S  
MAGAZINE  
cylchgrawn  
y cymry

**"This beautiful magazine, the most resplendent ever produced in Wales"**  
GWYNFOR EVANS

**"Viva CAMBRIA!"**  
NEW YORK TIMES

**"Congratulations on the consistent quality of CAMBRIA"**  
KYFFIN WILLIAMS

**"A splendid magazine"**  
ANTHONY HOPKINS

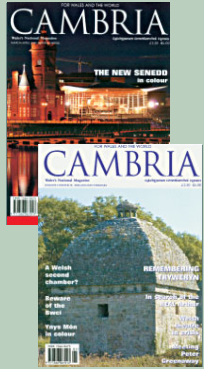
**"I greatly enjoy reading your excellent magazine"**  
SIÂN PHILLIPS

**"CAMBRIA is superb!"**  
SIMON JENKINS  
leading columnist and former Editor of *The Times*

**Need we say more?**



# OVERVIEW



**CAMBRIA**  
**is, quite**  
**simply,**  
***the***  
**magazine**  
**of**  
**Wales**

## About CAMBRIA

CAMBRIA. is, quite simply, *the* magazine of Wales. It is the only independent, Welsh-owned, cultural and lifestyle magazine distributed throughout the whole of Wales, in addition to reaching subscribers in over 40 countries worldwide.

CAMBRIA, now in its 10th year, was established by journalist and historian Henry Jones-Davies in September 1997 and has won universal acclaim for the quality of its production values, its outstanding writing, its informative and entertaining articles and its stunning photography. It has become a much sought-after collector's item, which despite its topicality and up-to-date political commentary, nevertheless retains a timeless quality as it builds into a compendium of 'living history'. CAMBRIA's editorial range is broad, its stance is non-political and non-partisan, and its writers - some of Wales's finest journalists, authors, poets and critics - follow no party line. Their writing is sometimes controversial but always fresh, challenging and original, covering a wide range of topics from politics to art, history to the environment. CAMBRIA's writers do not shy away from saying the things they feel need to be said. While virtually all the print media in Wales is owned by outside interests with their own policies and agendas, as an independent magazine CAMBRIA is free from the influence of non-Welsh political or commercial interests and prejudices. With a full-time correspondent in the National Assembly CAMBRIA is the only English-language publication in Wales to offer regular and comprehensive coverage of the governance of Wales. Welsh to the core, there is nothing quite like CAMBRIA!

A glossy, full-colour, beautifully produced publication, CAMBRIA is read perhaps more than any other publication by Wales's opinion formers, political, civic and business leaders, and regularly punches far above its weight in terms of influence and prestige.

CAMBRIA's policy is to celebrate and promote all that is good in Wales and about Wales.

**CAMBRIA**  
THE NATIONAL MAGAZINE *of* WALES

Overview



# DISTRIBUTION



**CAMBRIA is published every two months with a print run of 10,000 copies**

## A 'Waleswide' magazine with a global reach

CAMBRIA is published every two months (bi-monthly) with a print run of 10,000 and is distributed all over Wales, and is available from all newsagents and good bookshops throughout the country. The magazine is handled by all the major distribution wholesalers in addition to the distribution arm of the Welsh Books Council. CAMBRIA is also available in Tesco, Waitrose, Co-op, Morrisons and Asda supermarkets.

Our controlled circulation policy means that complimentary copies of CAMBRIA are sent to political, business and civic leaders, chief executives of County Councils and other prominent individuals and organisations.

Its editorial reach is 'Waleswide' covering topics and featuring writers with a balance of north and south, east and west, upland and lowland, village and hamlet, market town and city.

CAMBRIA is appreciated by the Welsh worldwide - and not only the Welsh - *all* those who love Wales and Welsh culture whether at home, in the British Isles.

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## Another string to your bow: CAMBRIA ONLINE....

Since 1997 and the onset of devolution CAMBRIA has been an authoritative voice at the forefront of the debate about the future of Wales and the unlimited potential of the country and people. It has initiated a number of cultural campaigns, and has sparked debate on issues which directly affect the people of Wales. As such it has helped to define the aspirations and character of the New Wales and has taken Wales to the world portraying the peerless beauty and charm of our landscape.

CAMBRIA ONLINE, CAMBRIA INTERACTIVE and iCAMBRIA universalise these themes on the internet with their discussion groups, articles both full and abbreviated which are complementary to the print magazine. [www.cambriamagazine.com](http://www.cambriamagazine.com) also has web-exclusive articles and features.

During 2007, with the development of the Cambria Subscribers' Club Scheme, and the creation of subscriber-exclusive online areas, the site will become one of the most important Welsh resource centres on the web, with unparalleled access to research centres, news and discussion groups. Also available will be digital downloads of significant areas of the print magazine.

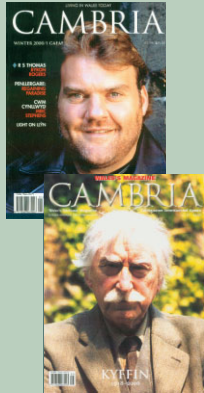
As a CAMBRIA advertiser you will be automatically featured online at [www.cambriamagazine.com](http://www.cambriamagazine.com) the magazine's highly successful complimentary website - one of the most popular portals in Wales.

**CAMBRIA**  
THE NATIONAL MAGAZINE *of* WALES

*Distribution*



# READERSHIP PROFILE



**CAMBRIA  
is read  
by the  
'movers  
and  
shakers'  
of  
Wales**

## Who reads CAMBRIA and why?

CAMBRIA is Wales's leading quality bi-monthly cultural and lifestyle magazine. Whatever the topic, politics, history, lifestyle, motoring, theatre, painting, poetry, literature, antiques, fashion, health, humour, music or foreign travel, CAMBRIA approaches them all with authority and intelligence. CAMBRIA does not compromise on the excellence of its writing or its highest possible production values.

CAMBRIA is read by ABC1 men and women from age 20 upwards who lead an active and affluent lifestyle. Most earn over £40,000 p.a. Some have the highest disposable incomes in Wales. Average household income is £100,000+ (more than 3 times the national average).

**CAMBRIA is a publication second-to-none in Wales in that it is read by the 'movers and shakers' of Wales** - those who make the decisions affecting the lives of the people of Wales, whether in politics, business, the environment or the arts. **No other magazine in Wales is so perfectly styled to suit them.**

Their interests include fine art and antiques, theatre, culture and the arts, fine wines and gourmet food, cultural affairs and foreign travel. CAMBRIA's readers have wide cultural interests and regularly visit art galleries, theatres, concerts and the opera. CAMBRIA's readers enjoy the finer things of life, and will be potentially interested in a variety of offers including financial services, credit and charge cards, charities, mail order and book clubs.

- 72% of CAMBRIA's readers are AB1s\*
- 96% of CAMBRIA's readers are ABC1s\*
- 88% of CAMBRIA's readers own their homes \*
- CAMBRIA's readers have an average savings and investment portfolio of £200,000.\*
- 53% of CAMBRIA's readers have a share portfolio\*
- CAMBRIA has been in the market place and at the head of its field for 10 years
- CAMBRIA has more than 2000 subscribers worldwide
- Each edition of CAMBRIA is read by an average of 6 individuals\*
- CAMBRIA is a collector's item read and re-read. Unlike other publications, it is not thrown away\*
- CAMBRIA's Hotel & Restaurant Directory is judged to be the most respected and authoritative in Wales\*

**CAMBRIA**  
THE NATIONAL MAGAZINE *of* WALES

*Readership Profile*



\* 2006 CRM Readership Survey

# RATES

**At the core of CAMBRIA's editorial and design policy is the creation of a powerful and effective environment for our advertisers**

## Advertising rates

All prices are for full-colour reproduction

Full Page	£ 850		
Half Page	£ 500	Prime positions:	
Quarter Page	£ 260		
1/8th page	£ 130	Inside front cover	£ 900
Double Page Spread	£ 1500	Inside back cover	£ 900
Banner	£ 300	Outside back cover	£ 950
Advertorial production fee	£ 600	DPS Inside front/back cover	£ 1600

Hotel & Restaurant Directory: £120 for 6 issues

Classified: £16 per single column centimetre (minimum 3scc) £ 3 per line

- All prices are subject to VAT at the current rate
- Agency commission: 10%
- Series discounts: 6 issues - 20% / 3 issues / 10%, 2 issues / 5%
- Rates for inserts & promotions on request
- 5% discount for advance payment
- Cancellations must be in writing and not less than 4 weeks prior to publication date

FOR FURTHER INFORMATION PLEASE CONTACT: Siân, Emma or Frances on 01267 290188  
E: [admin@cambriamagazine.com](mailto:admin@cambriamagazine.com)

## Advertising policy

- CAMBRIA is highly selective as to the quality and content of advertising.
- CAMBRIA limits advertising pages to a maximum of 30% of total pages.
- CAMBRIA's advertisers are automatically featured online

Advertisers are being encouraged to participate in the new CAMBRIA Subscribers' Club scheme which aims to provide readers with a fully inclusive information service and builds a community of readers and suppliers who share the CAMBRIA values of the highest quality Welsh products and services.

**CAMBRIA**  
THE NATIONAL MAGAZINE *of* WALES

*Rates*



# SPECIFICATIONS

**CAMBRIA provides agencies and designers with the most prestigious showcase in Wales**

## Mechanical specifications

Magazine trim size:		276 x 203 mm wide
Full page	Bleed	284 x 211 mm wide
	Trim	276 x 203 mm wide
	Text area	268 x 168 mm wide
Double Page Spread	Bleed	284 x 414 mm wide
	Trim	276 x 406 mm wide
	Text area	236 x 376 mm wide
Half page horizontal		125 x 180 mm wide
Half page vertical		265 x 90 mm wide
Quarter page vertical		125 x 88 mm wide
One eighth page horizontal		62 x 88 mm wide
Banner	Bleed	54 x 311 mm wide
	Trim	50 x 406 mm wide
	Text area	45 x 180 mm wide

For any other size - please ask



## Production requirements

All material should be supplied on CD in PDF or JPEG format by post to **PO BOX 22, CARMARTHEN, SA32 7YH** or sent by email as an attachment to **admin@cambriamagazine.com** For any questions or queries please call the Production Manager on **01267 289188**

## Design policy

- CAMBRIA provides agencies and designers with the most prestigious showcase in Wales. The magazine's Art Director encourages design to follow the magazine's unique style.
- CAMBRIA offers clients a complete design service at highly competitive rates.

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*Specifications*

