



We care for the Chilterns

# Media Pack





# Our membership profile



**78%** of members are affluent achievers (ABC1)



**67%** members are aged over 65



**62%** are 'empty-nesters', with no children living at home



**56%** of our members own two cars or more



Typically live in detached homes with at least 5 bedrooms which they own outright



The Daily Telegraph and The Times are the favoured newspapers



Typically our members are wise investors with savings of over £10,000 and investments of over £20,000 in bonds or trusts





# Why advertise?

- **A well respected quarterly publication from a high profile local organisation**
- **An affluent readership with large amounts of disposable income**
- **Distributed to local doctors, dentists, cafes, libraries and other public spaces**
- **Delivered direct to the door, our magazine is a lifestyle title packed with features focussing on local conservation, wildlife, the environment, farming, heritage and leisure**

Circulation of 10,000 with an estimated readership of

**25,000**

**98%**

of members read their copy

**41%**

of them pass it onto someone else when they have finished with it

**21%**

say that on average, a minimum of three other people will read their copy

Covering over

**650**

**square miles**  
of woodlands,  
hillsides and  
valleys, we are  
the only  
voluntary  
organisation  
dedicated to  
conserving,  
celebrating  
and caring  
for all of the  
Chilterns' unique  
landscape.

With nearly

**7,000** members  
and over

**60,000**

**volunteer hours accumulated to...**



- Maintain footpaths and cyclepaths for the enjoyment of walkers, cyclists and horse riders

- Conserve and improve woodlands and nature reserves



- Organise walks, talks and countryside activities for everyone to enjoy

- Look after and open to the public, significant nature reserves and heritage sites

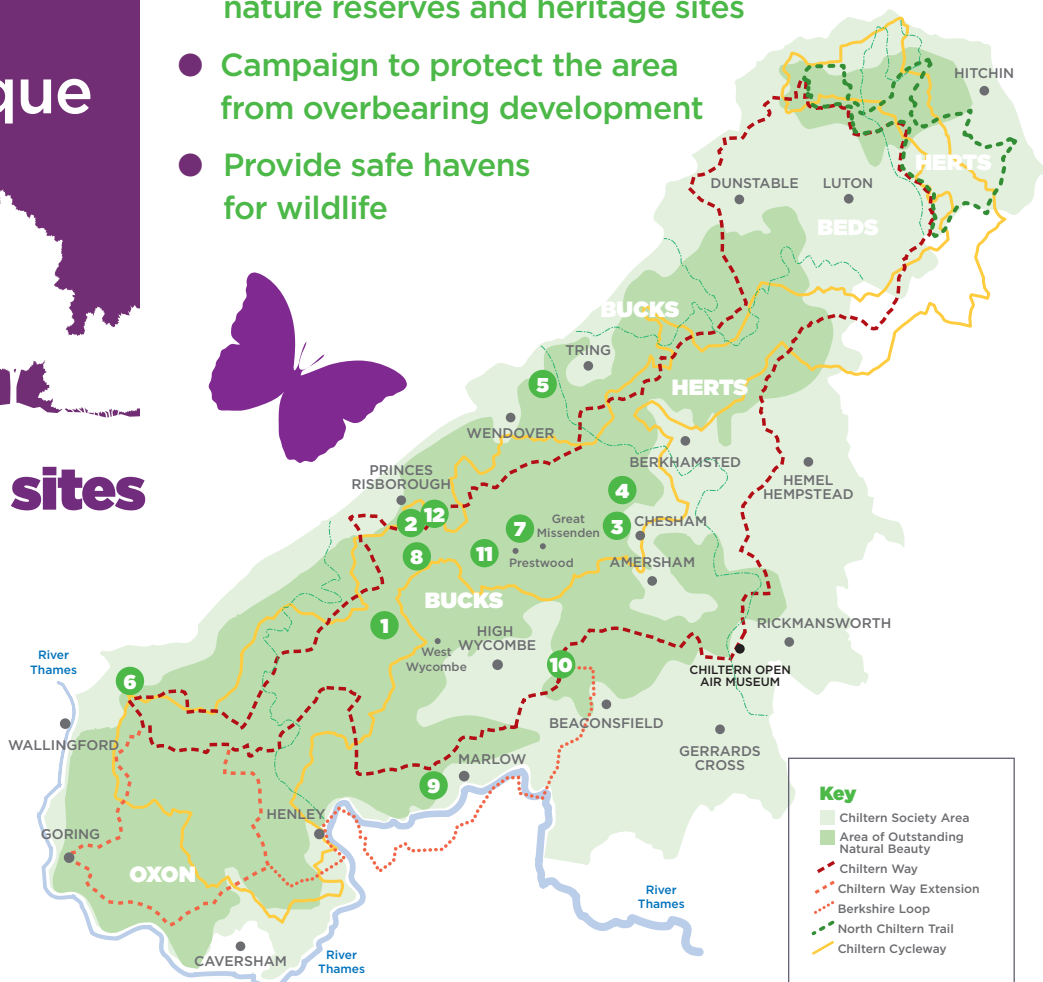
- Campaign to protect the area from overbearing development

- Provide safe havens for wildlife



## Chiltern Society sites

- 1 Bottom Wood
- 2 Brush Hill Nature Reserve
- 3 Captain's Wood
- 4 Cholesbury Camp
- 5 Cobblers' Pits
- 6 Ewelme Watercress Beds and Nature Reserve
- 7 Hampden Monument
- 8 Lacey Green Windmill
- 9 Marlow Common (North)
- 10 Penn Jubilee Wood
- 11 Prestwood Nature Reserve
- 12 Whiteleaf Hill





# We represent people who:

- **are passionate about the preservation of the countryside;**  
**83%** of members identify this as a primary reason for joining us
- **care about wildlife;**  
**40%** of members say that this is also a main factor that prompted them to support us. 33% are also members of the local Wildlife Trust, whilst 30% are also members of RSPB
- **enjoy outdoor pursuits;**  
**85%** of members enjoy walking, 32% enjoy bird watching and 21% enjoy cycling
- **share concern about the threat of planning and development facing the Chilterns;**  
**97%** of members say that our work in respect of planning matters is important to them
- **have a keen interest in history & heritage;**  
**57%** of members identify this as a hobby, whilst 81% are also members of the National Trust



# Chiltern mechanical data

| Size               | Trim  | Type area       | Bleed     | Rates       |
|--------------------|---|-----------------|-----------|-------------|
|                    | Height by Width in mm                         |                 |           | Colour      |
| Full Page          | 297 x 210                                     | 265 x 186       | 303 x 216 | <b>£625</b> |
| Half Page          | 130 x 186                                     | Horizontal      |           | <b>£375</b> |
| Half Page          | 265 x 91.5                                    | Vertical        |           | <b>£375</b> |
| Quarter Page       | 130 x 91.5                                    | Vertical only   |           | <b>£250</b> |
| Eighth Page        | 60 x 91.5                                     | Horizontal only |           | <b>£115</b> |
| Outside Back Cover | 297 x 210                                     | 265 x 186       | 303 x 216 | <b>£700</b> |
| Loose leaf Inserts | Special positions and series rates on request |                 |           |             |

## Schedule:

Four issues per year: Spring (March), Summer (June), Autumn (September) & Winter (December).

## PDF preparation and delivery

PDF files are a convenient, efficient means to deliver your ad electronically and if you follow the guides below, it will enable us to print your ad exactly as you designed it.

## File preparation

- Check your ad size is correct
- Check all colours are CMYK - no Pantone / RGB
- Check all imported images / logos are CMYK - and are at 300dpi at 100% of print size

## PDF preparation

- Files must be supplied as Acrobat 4 (PDF 1.3)
- PDFs must be supplied as Single Page Composite CMYK files
- Registration marks must be present on all files centred and offset by 2mm
- 3mm bleed should only be added on full page ads
- Fonts must be embedded
- PDFs should not be supplied that contain Multiple Master fonts or TrueType fonts as the results from these fonts can be unpredictable
- All PDFs should be created without ICC profiles and custom colour profiles. Do not embed any profiles
- There must not be any non-flattened transparent elements within pages, as they may not produce correctly



Registered Charity 1085163  
Company limited by guarantee no 4138448  
Chiltern Society, White Hill Centre, White Hill,  
Chesham Bucks HP5 1AG

01494 771250  
email: [office@chilternsociety.org.uk](mailto:office@chilternsociety.org.uk)  
[www.chilternsociety.org.uk](http://www.chilternsociety.org.uk)

Visit [www.chilternsociety.org.uk](http://www.chilternsociety.org.uk) or call 01494 771250

