

NORTHERN IRELAND homes & LIFESTYLE

N.I Homes & Lifestyle was launched in June 2006.

We identified a gap in the Northern Ireland market for a high quality, monthly title. As you can see **the magazine is primarily a home interest title, however local Lifestyle is an important and integral element of our content**, as People are interested in the positive aspects of Northern Ireland life. There are only a few Magazines that are relevant to and cater specifically for the NI reader. With UK titles, readers cannot source products locally and Irish Home Interest titles obviously cater for the larger ROI population. **This gives us a unique position in the Market.**

The title is produced to the highest standard of any UK national or Irish publication. Quality print, international standard photography and excellent contributors – highly acclaimed photographer **Ashley Morrison**, renowned interior designer **Marie McMillen**, motoring and travel correspondent **Claire Bowen**, to name a few.

The magazine is competitively priced and **targeted at ABC1 purchasers** interested in spending money on their home and lifestyle habits.

We have been advertising with Northern Ireland Homes & Lifestyle for over a year now and have found feedback to be very positive. Our show homes are open daily, and footfall over the door remains high, with purchasers regularly mentioning our ads in the magazine. The approach from the sales and design teams is professional and impeccable, helping us get the message out there, that there is quality, affordable housing on North Down's back doorstep. We will continue advertising with the most noticeable interiors magazine on the shelves.

**- Sharon España, Sales Director,
Sean Devine Construction.**

I have advertised with NI Homes & Lifestyle since the first issue in 2006 and have continued to advertise in every single issue since. It is very easy to tell when the magazine goes on sale as my phone starts to ring with enquiries. I have had customers coming from as far as Dublin and Sligo and of course from my own locale. Whichever item I advertise I could usually sell it 5 times over. It's great to have a good quality monthly for Northern Ireland and it has certainly been good for my business.

- Hugh Henry, Abode, Ballymena

We have been in business for over 20 years. In the past year I have advertised with NI Homes & Lifestyle several times. The magazine has produced consistent results each time. It brings in the right customers who are willing to spend money on something a bit different. The team are very helpful and professional and I will certainly continue to advertise with them.

**- Rosemary Robinson,
Robinson Goldsmith, Bangor**





Photo: Anne Green-Armytage



Photo: Robert McKeag



Northern Ireland Homes & Lifestyle looks at our taste in decor, whatever the budget, whether it's a one-off build or a terrace house. **People in Northern Ireland spend a large amount of money on their homes, more per capita than elsewhere in the UK.** Over the past decade there's been a great deal of regeneration, building development and investment. With this resurgence of commercial confidence in Northern Ireland, more people are visiting us and want to know about our environment, social history and of course, people and their achievements.

Supplied Ad Spec Sheet

DPS	460x297mm with crop marks plus 3mm bleed all round.
Full Page	230x297mm with crop marks plus 3mm bleed all round.
2/3 Page	140x277mm no bleed
1/2 Page Vertical	103x277mm no bleed
1/2 Page Horizontal	210x135mm no bleed
1/3 Page	66x277mm no bleed
1/4 Page	103x135mm no bleed

Ads should be supplied as Quark 6.5 or below, Adobe Indesign CS2 or below, tiff, illustrator eps or low compression jpeg. Full page ads may be supplied as hi res press ready PDF files. Fonts should be embedded and all images must be CMYK and 300dpi at the desired size to be used.

For further information please contact us on 028 9147 8703
Bayview Publishing, 57A-59 Prospect Road, Bangor, N.Ireland, BT20 5DF