



LION

magazine

Media pack

2020/2021

Published by Lions Clubs International
(Multiple District 105) BRITISH ISLES

11,000
circulation

30,000+
ABC I readership

600
communities
reached across
British Isles

**THE LION
MAGAZINE**
[British Edition]

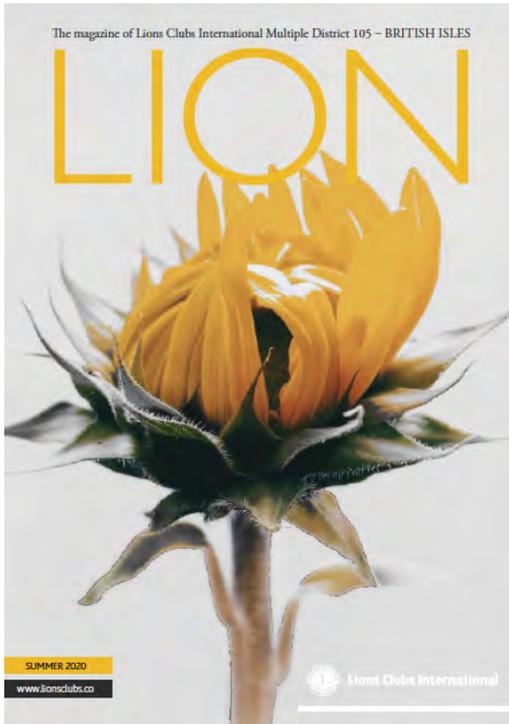
Published by MD105 British Isles and printed by Warners (Midlands) plc, on behalf of Lions Clubs International, 300 22nd Street, Oak Brook, Illinois 60570, USA.

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**TEN TOP
REASONS TO
ADVERTISE**

1. With a circulation of 11,000 print copies, the LION Magazine has a readership of 30,000+ across the British Isles.
2. Contemporary design and engaging articles appeal to a wide demographic of ABCI readers.
3. Magazines are posted to homes of individual members of Lions clubs, passed onto friends, family and local organisations in 600 communities.
4. Copies available to pick up in a variety of locations, distributed on request and circulated to influencers and partner organisations.
5. In addition to a quality print version, the LION Magazine is available as an app, produced in digital flip format, as a download pdf, and published on the Lions' member and public websites.
6. Promotion schedule of stories from the LION Magazine are promoted through links on social media including Facebook, Twitter, LinkedIn and Instagram.
7. Three editions are published each year extending the time frame for advertising reach.
8. The LION Magazine has an established loyal readership, who read it cover to cover.
9. Members of Lions clubs have an extensive range of interests. They include families, city dwellers, affluent retirees, young professionals, and business owners.
10. Loyal readership with a track record for supporting advertisers, and welcoming exclusive offers.



Be the change you wish to see:

Strong images
Engaging articles
Special features
in each issue

3 issues

Publication dates:

- **October**
- **February**
- **June**

The LION magazine was redesigned with an all new look for the Summer 2020 issue. It appeals to a diverse and engaged readership. Lions members are active in their local communities and support a wide range of causes including the environment, health and activities for young people. They are looking to be informed and inspired by articles and advertisements in their membership magazine.



Future features, include:

Autumn	Vision/Technology/Christmas
Spring	Food/Travel/Communities
Summer	Health/Wellbeing/Sport

Amplification opportunities:

- Place advertising alongside editorial features
- Exclusive advertorial and page sponsorship
- Develop offers for responsive readership
- Classified pages target individuals and club spend

At your service

OUR RATES [2020-2021]

Single insertion

Series: 3 issues

Whole page	£600.00	£510.00
Half page	£390.00	£331.50
Quarter page	£190.00	£161.50

Rates and specification for other page options, bellyband and inserts available on request.

TECHNICAL SPECIFICATION

Trim h x w (mm)

Type h x w (mm)

Bleed h x w (mm)

Whole page	297 x 210	277 x 190	303 x 216
Half page vertical	297 x 102	277 x 92	303 x 108
Half page horizontal	145 x 210	133 x 190	151 x 216
Quarter page vertical	133 x 92		

PDF FILES (Portable Document Format):

Preferred distiller settings are available to view online at www.warners.co.uk/printing-services/pdf-specifications.aspx
Files must have all objects and fonts embedded. All high-res images must be embedded as CMYK colours only.
Images should be supplied to a minimum resolution of 300dpi. Full page ad files should have 3mm bleed on all edges.
Files should be prepared with trims centred, and registration and bleed marks included.
A separate PDF should be supplied for each page.

Tiffs, EPS, JPEG, PSDs: If the advert has bleed please include on the file. All images must be CMYK - 300dpi.

We can not be held responsible for colour variations and picture quality, these are the responsibility of the sender.
Supply a same size digital contract proof with each ad file eg. digital Cromalin, Sherpa, Kodak Approval or equivalent.

ADVERTISING ENQUIRIES:

Email: jaynen@warnersgroup.co.uk or call: 01778 391189

