

Live Magazines LTD

MEDIA PACK 2020

ADVERT SIZES

DOUBLE PAGE SPREAD

Bleed 426 (w) x 303 (h)mm

Trimmed 420 (w) x 297 (h)mm

FULL PAGE

Bleed 216 (w) x 303 (h)mm

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HALF PAGE

Vertical (Portrait) 100 (w) x 288 (h)mm

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QUARTER PAGE

Artwork 100 (w) x 140 (h)mm

PRICES

	LRV	LPF	LANCS PACKAGE
DPS	£1045	£935	£1620
FP	£630	£551	£960
HP	£375	£330	£575
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FOR MORE INFORMATION

Call: Tedd Walmsley on 07850 002435

Email: tedd.walmsley@live-magazines.co.uk

For technical, editorial and creative information:

kate.hyde@live-magazines.co.uk

01772 366 002 www.live-magazines.co.uk

Office 2, The Old Bakery, Green Street, Lytham FY8 5LG

Registered company number: 07605040 Company VAT number: 137 2794 92





Live Preston & Fylde

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Live Preston & Fylde is produced by Live Magazines Ltd, a dynamic independent publishing house, which has emerged as a leader in the luxury magazine sector.

The current portfolio of popular titles includes Live Preston & Fylde and Live Ribble Valley, which target an affluent and growing readership.

Our consumer and corporate readers aspire to the finer things in life and enjoy discovering more about the area in which they live, work and play.

The Live Magazines Ltd titles deliver original editorials covering the latest in fashion, travel, beauty, business, sport, interiors, motoring, culture and property.

Live Preston & Fylde is the perfect complement to life in one of Britain's most desirable counties and aims to showcase luxury living to an affluent audience who enjoy the compelling editorial content, which has been carefully tailored to their profiles. Our advertisers get considerable response and enjoy consistent results.

Live Preston & Fylde offers a unique perspective on all things luxe to the most attractive demographic.



FROM LOCAL CHEF TO **MASTERCHEF**

Chaf Ols Martin was born and lived in Lytham. He'd always had a passion for football, having grown up on a farm and at 14 years old washed pots in an AA-registered restaurant at weekends, writes *Tracy Hargreaves*

for several years, Oll decided he needed time out and went backpacking around Australia for three months. "I ended up working in a restaurant and a fine dining catering company. The work was so varied that Oll. "One day I would be catering for an event out in the sticks, producing a fine dining menu for 50 people on the 25th floor of an amazing apartment, in organising the food for a wedding on an island. The cooking styles changed all the time and it certainly opened my eyes to where you can go in the world of catering and hospitality. You never stop learning."

“WITHOUT A DOUBT IT’S BEEN THE BIGGEST CHALLENGE OF MY CAREER, BUT MY COOKING HAS DEVELOPED AND BENEFITED FROM THE EXPERIENCE ENORMOUSLY.”

Back in the UK and in the years that followed Oll quickly worked his way through the ranks, and by 2002 he landed the role of team chief at Hipping Hall in Kildilly Lodge, where after a year he had the stores, at the tender age of 26 he was offered the job as head chef. With over 12 years' experience behind him, Oll took it all to his stride, suitably making

Olé's food repertoire draws on his classic training and progressive cuisine styles from his experience and travels. Add fresh local ingredients into the mix and you begin to get an understanding of the creativity displayed in Olé's food, his passion and his natural ability to bring together flavor

One day he received an email asking for participants to apply for *MasterChef: The Professionals*. "I'd been interested for similar things before and hadn't got through, but I felt I was ready for it and had reached a point that if I didn't go for it, it might be harder to do. So, I filled in the application form and the next, as they say, is history."

Volunteering for the programme was full on. "I was working that out in the summer of 2006, and I was doing a lot of other things, getting the train down to London, attending a hotel at midnight and coming up at 3.30am. My fiancé was also pregnant, and I was trying to decorate the house in any spare time I had. The biggest struggle was in-



They wouldn't be dishes I would serve in the hotel, but they had to show creativity and skill and in a way be ever complicated."

Oh, made it to the finals and his unorthodox approach to cooking and unforgivable spirit impressed both the judges and viewers with his cooking being vibrant, full of fun twists while

an enormous privilege. Whatever comes next, I know I am a better chef."

"MasterChef has really helped me to push the boundaries of my cooking. I've been brave, taken risks and given it my all. Although I've been working in professional kitchens for 15 years, I feel it's just the beginning of my new affair

“YOU NEVER STOP LEARNING AND THAT’S ONE OF THE THINGS I LOVE ABOUT IT.”

“Without a doubt it’s one the biggest challenges of my career, but my cooking has developed and benefited from the experience immensely,” says Oh. “To have the opportunity to cook for your culinary bosses and receive feedback, both positive and negative, is a great learning experience.”

While Oh didn’t miss MasterChef, the final four in the competition have become very close, to the point they all get on invite to his daughter’s birthday and they all have done prep up events together. “Being on MasterChef has put Hopping Hall on the culinary map,” says Oh. “Customers are coming in to see the difference. It’s not just a restaurant, it’s a lifestyle. It’s a way of life. We want to make sure that we’re always combining with seasonal ingredients. My passion will always be local food and I want to build on that. I definitely see myself being at Hopping Hall for a few years to come.”

CIRCULATION & DISTRIBUTION

Live Preston & Fylde is distributed to 18,000 AB households, businesses and estate agencies in:

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PR4 Catforth	PR5 Clayton-le-Woods
PR4 Cottam	PR5 Croston
PR4 Crossmoor	PR6 Whittle-le-Woods

The magazine is also available in selected bars, restaurants and retail outlets and by subscription.

2020 PRINT AND DELIVERY SCHEDULE

ISSUE NO	COPY / COVER DEADLINE	DELIVERY
ISSUE 1 (PR92)	TUE JAN 7	FRI JAN 17
ISSUE 2 (PR93)	TUE MAR 10	FRI MAR 20
ISSUE 3 (PR94)	TUE MAY 19	FRI MAY 22
ISSUE 4 (PR95)	TUE JULY 7	FRI JULY 10
ISSUE 5 (PR96)	TUE SEPT 8	FRI SEPT 11
ISSUE 6 (PR97)	TUE OCT 13	FRI OCT 16
ISSUE 7 (PR98)	TUE NOV 17	FRI NOV 20