



# URE LIFE

## *Media Pack*

2026



DIGITAL AND PRINT  
Advertising and Listing  
Options

[WWW.URE-LIFE.COM](http://WWW.URE-LIFE.COM)

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# *New* OPPORTUNITY

Ure Life is a new online and print publication for those living within the Ure River Valley and surrounding areas of North and West Yorkshire.

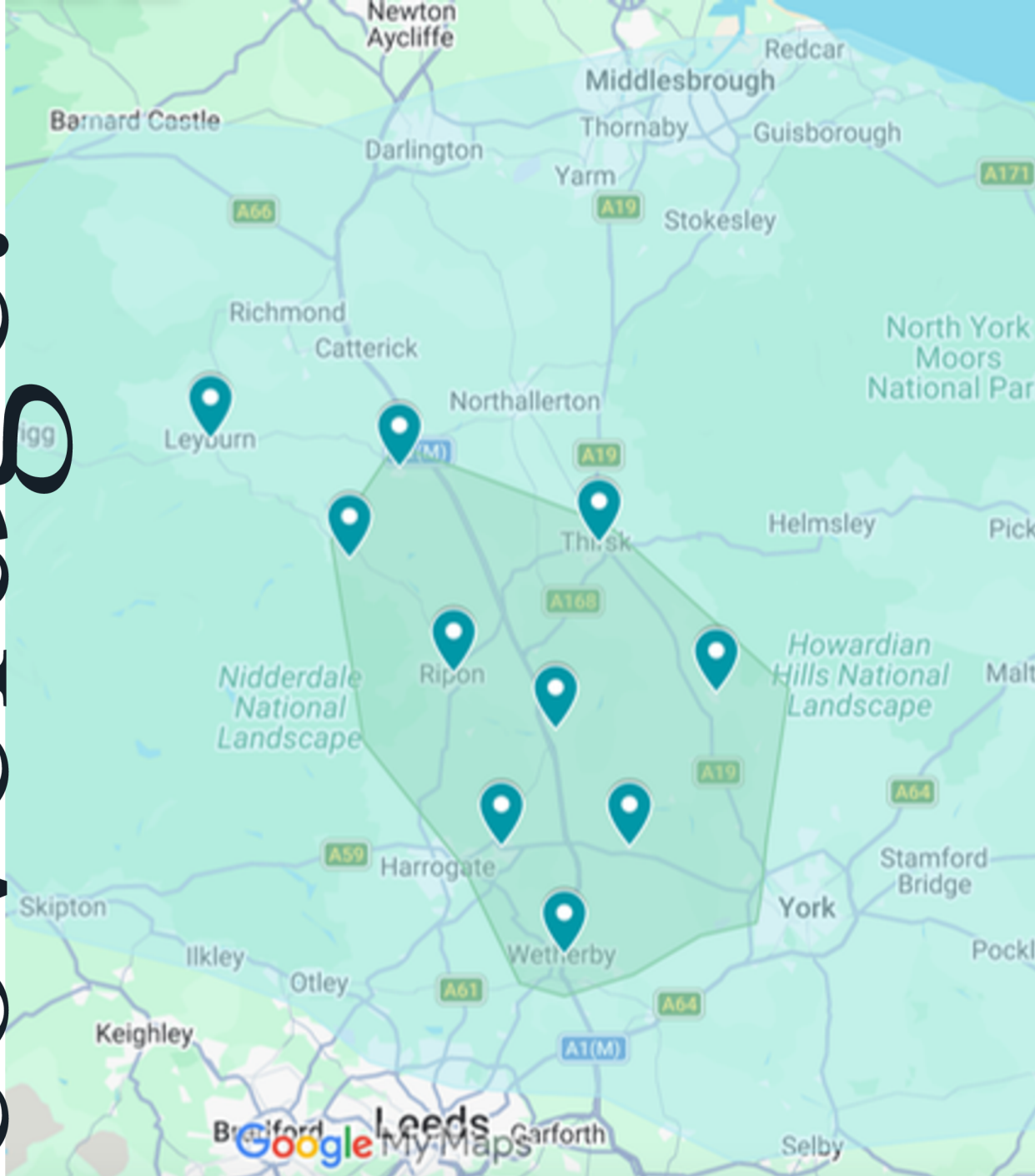


It has been created to service thriving communities like Boroughbridge, Ripon, Masham, Knaresborough, Thirsk, Easingwold, and Bedale that currently have very few print publications and online directories aimed at their locality.

The unique location and demographic of Ure Life creates an exciting business opportunity for you to target new local audiences and reach previously untapped markets.

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# coverage.



## KEY LOCATIONS:

- Bedale
- Boroughbridge
- Easingwold
- Green Hammerton
- Great Ouseburn
- Masham
- Ripon
- Thirsk
- Wetherby

## KEY AUDIENCES:

- AB Homes
- Local rural families
- Smaller town and village communities

## KEY DISTRIBUTION:

- YO51, YO61, YO26, YO7
- HG4, HG5





# URE LIFE

## Listing Examples

ON URE-LIFE.COM

### PLATINUM

- Priority placement on two category pages
- Title, location, and up to 200 words
- Up to three photos or one video
- Clickable logo
- Phone and email buttons
- Trackable website or booking link button
- Blog every three months
- Social promotion
- Free standard magazine listing
- 10% discount on bookings

PLATINUM FEATURED LISTING

**water babies**  
learn for life®

Learn a skill for life with the UK's leading provider of swimming lessons for ages 0 – 12 years. Our baby and toddler programme teaches water safety in fun lessons aimed at developing the whole child whilst our immersive 'Swimvincible' programme (4-12 years) covers not only Swim England stages but also water polo, snorkelling, paddle sports, and rookie lifeguard skills. We have classes every day across North Yorkshire.

WEBSITE > CALL US >

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### PREMIUM

- Title, location, and up to 150 words
- Trackable phone, email, social, and web links
- Logo and one photo
- Higher position on pages

PREMIUM LISTING

### Basking Babies Ripon, Thirsk & Northallerton

Early wellbeing opportunities can have a huge impact on a child's emotional health long into later life, so set aside time to create an environment where your little one can be in a kind and nurturing environment and bond with the people who love them the most. Meet other families and share your experiences in an informal, friendly and safe setting where you can learn and see the benefits of baby massage, baby reflexology, and baby yoga for yourselves. Choose from Baby Massage & Mama Circle on Tuesdays at 12.30 pm at Pannal Village Hall, Baby Yoga & Baby Massage on Wednesdays at St. Wilfred's Community Centre in Ripon at 12.20 pm and 1.20 pm, or Mama & Baby Circle with Yoga and Massage on Thursdays at 11.00 am at The Potting Shed, Northallerton.

 • [www.baskingbabies.co.uk/ripon](http://www.baskingbabies.co.uk/ripon)  
• [Holly@baskingbabies.co.uk](mailto:Holly@baskingbabies.co.uk)  
• +44 7983 495004  
• [Facebook](#) | [Instagram](#) | [TikTok](#)

### STANDARD

- Title, location, and 80 words
- Phone or email contact link

### Baby Rhyme Time, Knaresborough

Baby rhyme time sessions are held every Friday from 2.15 pm to 2.45 pm at Knaresborough Library. The sessions are free with no booking required. Contact the library for more information.

# Listing Packages

## URE-LIFE.COM

### Premium

- Priority placement in two categories
- Impactful listings
- Outbound links with web domain authority
- 3 event listings per month
- Free standard magazine listing per 3 months

£15.00 PER MONTH

No minimum contract

### Professional

- Higher page placement in one category
- Listings stand out
- Outbound links with web domain authority
- 1 event listing per month
- Free standard magazine listing per 3 months

£9.00 PER MONTH

No minimum contract

### Basic

- Free listing
- Free event listings with ticket prices under £3pp
- Be part of the Ure Life community
- Opportunities for free promotion

FREE

*for all budgets*

### Premium Plus

- Premium Listing
- Dedicated business webpage:
  - Name, logo, branded colours, map & socials
  - Opening times and offers
  - Class & events timetable
  - Booking link or form
  - Contact form and details
  - Photo gallery or video
- Connect a domain name
- Page maintenance & hosting
- Webpage analytics report
- Premium magazine listing per issue
- 12 months minimum contract (no upfront cost) OR a monthly rolling contract with a £95.00 upfront cost

£29/month

### Premium Combi

- Premium Listing
- Half page print magazine advert
- Half page digital magazine advert
- MPU Website advert
- Blog or feature per three months
- Monthly social post on all channels
- Extra online directory category for your listing
- Two magazine event listings per issue for both print and digital
- 20% off further advertising bookings or upgrades
- Refer a friend onto Combi for one month free each
- Monthly rolling contract with no upfront cost

£45/month

### Multi Add-on

- Replicate your listing on another category page for just £3.00 per month, regardless of package type
- Enjoy an unlimited amount of relevant extra category pages
- List an extra event for free per extra category page added
- Extra free standard magazine directory listing (online and print) or upgrade to a premium magazine directory listing
- 10% off advertising bookings
- Refer a friend onto Multi for one month free each
- Monthly rolling contract with no upfront cost

+£3/month per page

*maximise your budget*

# Digital Display ADVERT EXAMPLES

## LEADERBOARD

 URE LIFE

[About](#) [What's On](#) [Things to Do](#) [Classes & Clubs](#) [News & Insights](#) [Magazine](#) [Advertise](#)  

## CATEGORY / HOMEPAGE TOP

URE LIFE'S GUIDE TO

### Top Things to Do & Places to See in Ripon, Masham, Boroughbridge, Thirsk & the Surrounding Area

 CHRISTMAS  
GUIDE 2025

 FREE DAYS  
OUT

 INDOOR &  
RAINY DAY

 OUTDOOR  
ACTIVITIES

Or filter by...

[LOCATION](#) | [CATEGORY](#) | [AGE OR GROUP](#) | [DAY](#) | [SEASON](#) | [PRICE](#)

## CATEGORY / HOMEPAGE LOWER

### Best Places to Visit

in Thirsk, Bedale, Ripon,  
Easingwold, Masham,  
Knaresborough,  
Boroughbridge & the  
Neighbouring Area

Welcome to the Ure Valley area's largest online directory of things to do. From top attractions to local favourites, day trip ideas to local landmarks, you're sure to be inspired and delighted by what's on locally.

Filter your search, plan ahead for the next season, grab a great offer, and browse our listings for Ripon, Boroughbridge, Masham, and the surrounding towns, cities, and villages.

DOUBLE  
MPU

MPU

FEATURED  
PARTNER

FEATURED  
PARTNER

MPU

DOUBLE  
MPU

### ArtisOn Creative Workshops, near Masham

Provides one-day workshops and courses in areas such as painting, printmaking, willow sculpture, jewellery making, ceramics, bookbinding, collage, felting, stained glass, blacksmithing, clay sculpture, wire sculpting, enamelling, pastels, rag rug making, leatherwork, paper cutting, patchwork, drawing, screenprint, and more. etc. Booking is required. [Contact ArtisOn](#) for more information.

Masham

## IN-CONTENT CATEGORY BANNER / BLOG BANNER

### Atlas Arts, Harrogate

Offers a Year 3-7 creative art class every term time Monday at 4.00 pm in Bilton, Harrogate. [Contact Atlas Arts](#) for further details.



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# Price List DIGITAL

## ONE-OFF LISTINGS

*FOR 4 CONSECUTIVE WEEKS*

WEBSITE & PRINT COMBI LISTING	£45
PREMIUM WEBSITE LISTING	£25
FEATURED EVENT	£15
COUPON VOUCHER / OFFER	£10

## ADVERTISING

*PER 4 CONSECUTIVE WEEKS*

LEADERBOARD BANNER (TOP, SITEWIDE)	£250
HOMEPAGE BANNER (TOP)	£125
HOMEPAGE BANNER (LOWER) / FEATURED PARTNER	£75
CATEGORY BANNER (TOP) / DOUBLE SIDEBAR (MPU)	£75
IN-CONTENT CATEGORY BANNER	£50
CATEGORY SINGLE SIDEBAR BANNER (MPU)	£45
BLOG ARTICLE BANNER / BLOG SINGLE MPU	£25



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# Price List DIGITAL

## ONLINE CONTENT

*REMAINS ONLINE, UNLESS OTHERWISE STATED*

ARTICLE, FEATURED 1 MONTH, REMAINS ONLINE	£350
ARTICLE CONTRIBUTION	£150
INTERVIEW / REVIEW BLOG	£350
SPONSORED BLOG / ADVERTORIAL	£250
SPONSORED BLOG / ADVERTORIAL (4 WEEKS ONLY)	£120
GUEST BLOG / INTEREST ARTICLE (NON-PROMOTIONAL)	£90
RECIPE / ADVICE / CRAFT / DIY EDITORIAL	£75
ONLINE NEWS STORY	£75
ONLINE GIVEAWAY / COMPETITION / DISCOUNT	£75
FEATURED ARTICLE PLUS PAID SOCIAL BOOST	£450
ADVERT OR LINKED MENTION WITHIN ARTICLE	£50
SPONSORED BLOG / ADVERTORIAL	£45
PAID SOCIAL BOOST (WITH ANY EDITORIAL OPTION)	+ £150



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# Price List DIGITAL

## EMAIL MARKETING

*PER EMAIL CAMPAIGN SENT*

DEDICATED MARKETING EMAIL	£150
EMAIL TOP BANNER	£75
MARKETING SECTION / ADVERT / STORY / EVENT	£50
MARKETING EMAIL THIN BANNER	£25

## SOCIAL MEDIA MARKETING

*CREATED IN-HOUSE AND REMAINS ON CHANNELS, UNLESS OTHERWISE STATED*

SOCIAL REEL / VIDEO	£175
SOCIAL POST / SHARE / CAROUSEL	£75
SOCIAL STORY PLUS CATEGORY HIGHLIGHT	£50
CATEGORY BANNER (TOP) / DOUBLE SIDEBAR (MPU)	£75
BOOSTED SOCIAL POST, 4 WEEKS	£200
BOOSTED REEL OR VIDEO	£275
PAID SOCIAL ADVERT PARTNERSHIP, 4 WEEKS	£300

# Print MAGAZINE



The only luxury print and digital magazine for the Ure Valley area, offered free for maximum readership.

Distributed through letterboxes, via businesses, email, and via digital link.

## ISSUES

Spring Issue

Mar 2026

Artwork Due 6<sup>th</sup> February

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Summer Issue

June 2026

Artwork Due 30<sup>th</sup> April

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Autumn Issue

Sept 2026

Artwork Due 31<sup>st</sup> July

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Christmas Issue

Dec 2026

Artwork Due 23<sup>rd</sup> October

# PRINT

## summer

### *Knaresborough Focus*

- Summer Holidays & Days Out
- Camps & Festivals
- Holidays & Travel Essentials
- May Half Term
- Motoring/Cycling
- Father's Day

## winter

### *Ripon & Masham Focus*

- Christmas Guide
- Fashion & Gifts
- Activities & Visits
- Party & Dining
- Events, Days Out & Camps
- New Year, New You
- Valentine's Day
- February Half Term



## autumn

### *Thirsk & Bedale Focus*

- Autumn Days Out
- Back to School
- Education Guide
- Open Days & 11+
- Clubs & Classes
- Stationery & Gifts
- Food & Dining
- Halloween
- October Half Term
- Christmas Bookings

## spring

### *Boroughbridge & Easingwold Focus*

- Wedding Guide
- Events Calendar
- Honeymoons
- Gifting
- Mother's Day & Easter
- School Places

# OUTLINE

# REGULAR

## community

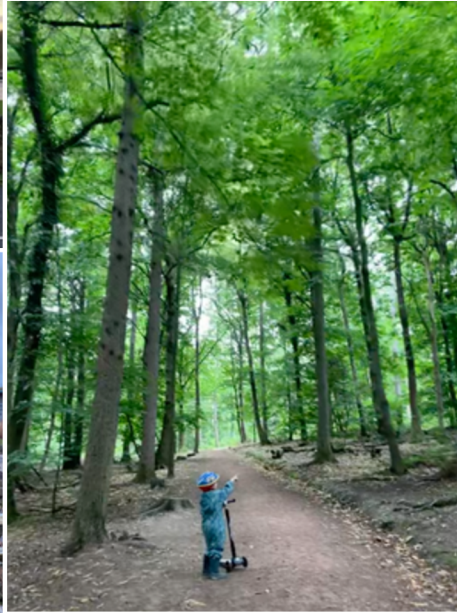
- Community News & Local Features
- Pick of the High Street
- Local Business Directory
- Community Events, Shows & Competitions
- What's New in Town

## culture

- Days Out & Activities
- Events & What's On
- Reviews

## food

- Eating, Drinking & Dining
- Recipes & Meal Plans
- Food & Drink Festivals
- Features, New & Reviews



# FEATURES

## fashion

- Fashion & Retail
- Trends
- Shop Local Brands

## families

- Days Out & Events
- Activities & Clubs
- Education & Childcare
- Advice

## health, beauty & wellness

- Gyms & Fitness Classes
- Spas, Treatments & Beauty
- Healthy Advice
- Events

## home & property

- Interiors, Exteriors & Gardens
- Trends & Inspiration
- Property Top Picks

## travel

- Top picks, offers & ideas



URE LIFE

*Price List*  
MAGAZINE

ALL PRINT BOOKINGS INCLUDE DIGITAL MAGAZINE INCLUSION. FOR BOOKINGS OF THREE OR MORE, RECEIVE 10% OFF THE TOTAL AND A FREE NEWS STORY.

FRONT / BACK COVER	£600
3 PAGE FEATURE ARTICLE	£550
INSIDE FRONT / BACK COVER	£490
DOUBLE PAGE SPREAD	£490
SECTION COVER / PRIME POSITION FULL PAGE	£350
FULL PAGE ADVERT/EDITORIAL	£275
HALF PAGE ADVERT/EDITORIAL	£175
QUARTER PAGE ADVERT/EDITORIAL	£100
EIGHTH PAGE ADVERT/EDITORIAL	£75
PREMIUM LISTING / NEWS STORY / RECIPE / TUTORIAL	£50
WISH LIST / HIGH STREET PRODUCT FEATURE	£35
DIRECTORY / EVENT LISTING / VOUCHER	£25
LEAFLET INSERT (INCL. DESIGN & PRINT)	£750

# Digital MAGAZINE



## LISTINGS:

Premium - £25.00

Double Space - £15.00

Standard - £9.00

## RATES

Included for FREE with any print booking, or for digital only bookings:

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DPS - £195.00

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## ADVERTS:

Full Page - £120.00

Half Page - £75.00

1/4 Page - £45.00

1/8 Page - £25.00

Thin Banner - £20.00

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## EDITORIAL:

Full Page - £120.00

Half Page - £75.00

1/4 Page - £45.00

1/8 Page - £25.00

News - £15.00

# Listing Packages

## URE-LIFE.COM

*maximise your budget*

### Platinum

- Magazine Full Page Ad (online and print version)
- Sponsored Article / Advertorial (online and full page print)
- Premium Listing (online and print for 3 months)
- Social Reel (IG/FB/TT)
- 4x Social Posts or Shares
- Homepage Banner (4 weeks)
- Category MPU Ad (4 weeks)
- Email Banner or News Post
- Campaign Report

Total: £975 or

£325/month

Split over three months

### Gold

- Magazine Half Page Ad (online and print version)
- Sponsored Article / Advertorial (online and half page print)
- Premium Listing (online and print for 3 months)
- Social Post & Story (IG/FB/TT)
- 3x Social Posts or Shares
- Category Top Banner (4 weeks)
- Homepage Lower Banner (4 weeks)
- Email Banner or News Post
- Campaign Report

Total: £750 or

£250/month

Split over three months

### Silver

- Magazine Quarter Page Ad (online and print version)
- Sponsored Article / Advertorial (online and quarter page print)
- Premium Listing (online and print for 3 months)
- 2x Social Posts or Shares
- In-content Banner (4 weeks)
- Category MPU Advert (4 weeks)
- Email Banner or News Post
- Campaign Report
- 10% off further bookings and upgrades

Total: £500 or

+£165/month

Split over three months

*for all budgets*

### Bronze

- Magazine 1/4 Page Advert (online & print)
- 1/4 Page News Story (150 words, online & print)
- 2x Website Category MPU Advert (4 weeks)
- Professional Listing (print and online, 3 months)
- 2x Social Posts or Shares

£240  
total

or £80/month  
split over three months

# design service.



## OPTIONAL GRAPHIC DESIGN:

All our in-house design work includes the finished file for you to use again and use in other places. All customers are allowed one set of free amendments and final approval.

- Print advert design.....£85.00
  - Digital advert design.....£45.00
  - Digital GIF Advert.....£99.00
  - Social Advert Asset.....£45.00
  - Social Video Reel Asset.....£120.00
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 URE LIFE

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ENQUIRIES TO:  
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