



URE LIFE

Media Pack

2026



DIGITAL AND PRINT
Advertising and Listing
Options

WWW.URE-LIFE.COM

New OPPORTUNITY

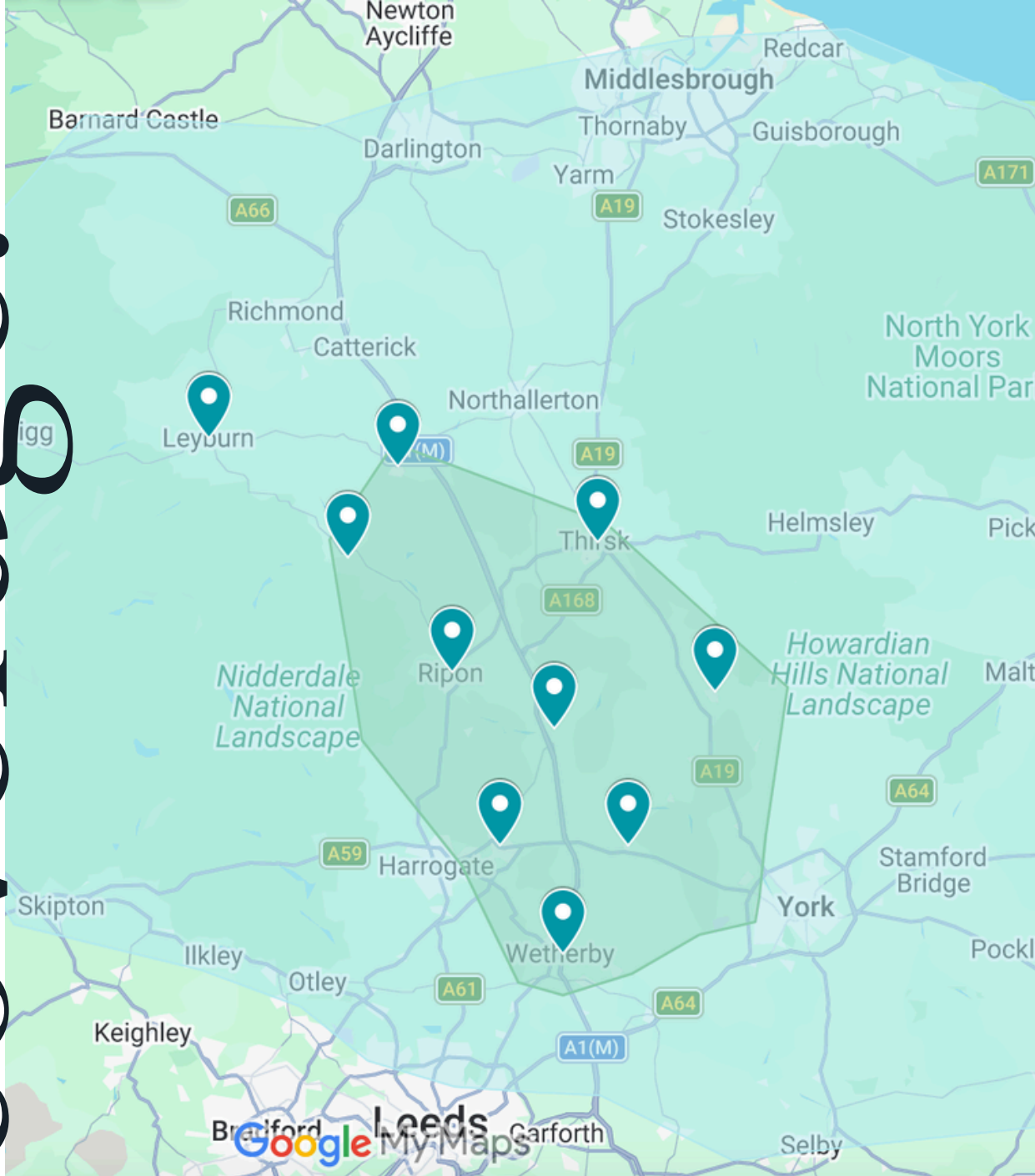
Ure Life is a new online and print publication for those living within the Ure River Valley and surrounding areas of North and West Yorkshire.



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.

COVERAGE.



KEY LOCATIONS:

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

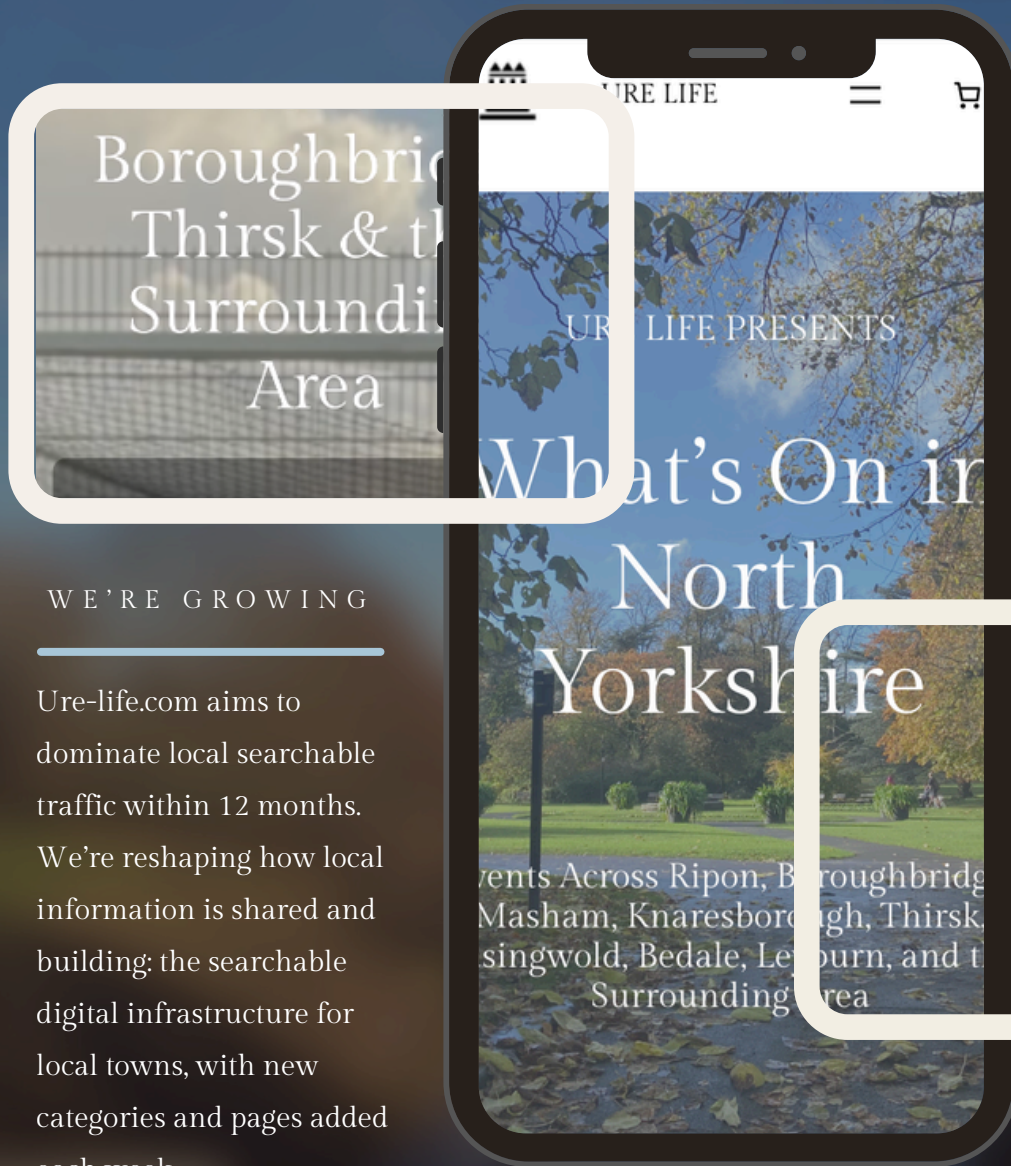
KEY AUDIENCES:

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

KEY DISTRIBUTION:

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

Digital URE-LIFE.COM

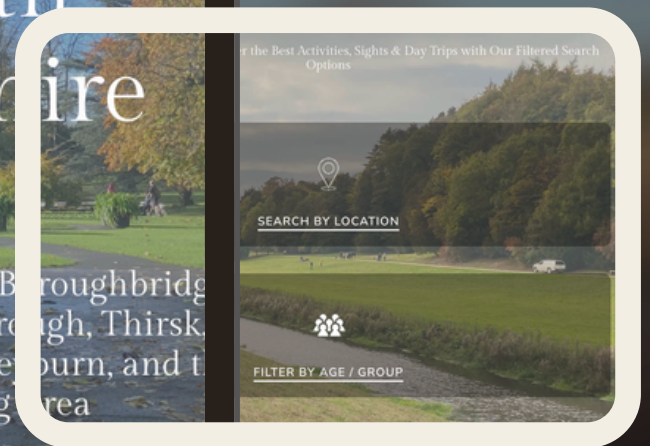


WE'RE RANKING

Founded by an SEO executive, the website is already ranking highly for many local search terms including the top spot for searches like “art classes Boroughbridge” and “craft classes Boroughbridge”.

WE'RE GROWING

Ure-life.com aims to dominate local searchable traffic within 12 months. We're reshaping how local information is shared and building: the searchable digital infrastructure for local towns, with new categories and pages added each week.



NEW AUDIENCES

Most of our audience is not catered to by any other publisher or website, providing businesses with unique access to untapped, hard-to-reach markets.

OPTIONS FOR ALL

Ure Life was created to serve the community. Therefore, our digital offerings are flexible, affordable, and varied, to suit every business and every budget.



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 >

• • •


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
• 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.



URE LIFE

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 |



URE LIFE

Price List DIGITAL

ONLINE CONTENT

REMAINS ONLINE, UNLESS OTHERWISE STATED

| | |
|--|--------|
| ARTICLE WITH HOMEPAGE FEATURE FOR 1 MONTH | £199 |
| PROMOTIONAL ARTICLE CONTRIBUTION | £90 |
| SPONSORED BLOG / ADVERTORIAL / PRESS RELEASE / REVIEW | £150 |
| SPONSORED BLOG / ADVERTORIAL SERIES (PER 6) | £450 |
| FEATURED ARTICLE PLUS PAID SOCIAL BOOST | £275 |
| PROMOTIONAL NEWS STORY | £90 |
| ONLINE GIVEAWAY / COMPETITION / DISCOUNT | £25 |
| RECIPE / ADVICE / CRAFT / DIY EDITORIAL / INTERVIEW | £50 |
| GUEST BLOG / INTEREST ARTICLE (NON-PROMOTIONAL) | £50 |
| DISPLAY MPU ADVERT ON BLOG / CATEGORY PAGE | £75 |
| THIN BANNER DISPLAY ADVERT / WEBSITE LINK WITHIN BLOG | £50 |
| PAID SOCIAL BOOST (WITH ANY EDITORIAL OPTION) | + £150 |



URE LIFE

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 6th February

Summer Issue

June 2026

Artwork Due 30th April

Autumn Issue

Sept 2026

Artwork Due 31st July

Christmas Issue

Dec 2026

Artwork Due 23rd 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

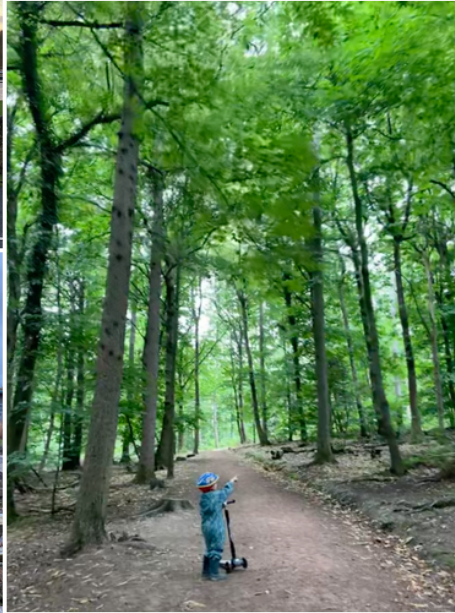
- Community News & Local Features
- Pick of the High Street
- Local Business Directory
- Community Events, Shows & Competitions
- What's New in Town

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 | £495 |
| 3 PAGE FEATURE ARTICLE | £395 |
| INSIDE FRONT / BACK COVER | £325 |
| DOUBLE PAGE SPREAD | £295 |
| SECTION COVER / PRIME POSITION FULL PAGE | £275 |
| FULL PAGE ADVERT/EDITORIAL | £200 |
| HALF PAGE ADVERT/EDITORIAL | £125 |
| QUARTER PAGE ADVERT/EDITORIAL | £90 |
| EIGHTH PAGE ADVERT/EDITORIAL | £50 |
| PREMIUM LISTING / NEWS STORY / RECIPE / TUTORIAL | £40 |
| WISH LIST / HIGH STREET PRODUCT FEATURE | £25 |
| PREMIUM DIRECTORY / EVENT LISTING / VOUCHER | £25 |
| LEAFLET INSERT (INCL. DESIGN, PRINT & DESIGN FILE) | £650 |

Digital MAGAZINE



RATES

Included for FREE with any print booking.

All digital-only bookings: include blog or online advert.

DPS - £145

ADVERTS:

Full Page - £90

Half Page - £50

1/4 Page - £35

1/8 Page - £20

Thin Banner - £15

LISTINGS:

Include online for one month:

Premium - £25.00

Double Space - £15.00

Standard - £9.00

EDITORIAL:

Full Page - £90

Half Page - £50

1/4 Page - £350

1/8 Page - £20

News - £15

Print & Advertising Packages

ONLINE & MAGAZINE

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

£195
total

or £65/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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