



LIFESTYLE MAGAZINE



“What you loved before and so much more...”

YL Magazine

YL brings the reader a quality Saturday magazine packed with Food & Drink, Travel, Interviews, Columnists, Home Interiors, TV content, Health & Wellbeing, Fashion and Books.

21 | 02 | 2015
Your Life Magazine

CONTENTS

★ HOLIDAYS
SWISHING THROUGH THE ALPS: Snowy fun for every skill level 18-19

★ PET PORTRAITS
Is your pet in the picture? 44-45

★ GADGETS
4K KIT: Ultra High Definition isn't just restricted to TVs 52

★ INTERIORS
SPA BABY: Heavenly home-pampering treats 28-29

★ PHOTO DIARY
Have you been snapped? 53-55

★ FOOD
GAME ON: Warming and healthy venison recipes 10-11

Contact
Your comments and suggestions are welcome on 01224 343335 or e-mail sonja.cox@gl.co.uk



Retail & Fashion

*Increased content including the best from
the High Street with everything the
discerning fashionista needs to know.*

£126.5MIL

Spent on clothes during
the past 12 months

YL
LIFESTYLE MAGAZINE

Source: DCT Newsbrands (ipsos mori) 2014, Base: Press and Journal 10% area



Food & Drink

Featuring a celebrity chef showcasing their recipes along with reviews from restaurants and hotels across the North of Scotland. We can ensure readers a fine dining experience either in or out.

£18MIL

Press and Journal readers spent on dining out at restaurants in the last 3 months



Source: DCT Newsbrands (Ipsos Mori) 2014, Base: Press and Journal 10% Area



An Affluent Audience

- *House prices in Aberdeen have increased by 140% over the last decade, with average prices in the city at £241,000 and £259,000 in Aberdeenshire*
- *30% of the region* are employed as managers, directors or in professional occupations*
- *Press and Journal readers earn more than average*

55K

Top earners read
the Press and Journal



Homes & Gardens

£243K

Press and Journal readers
expect to buy their next
property for

21K

Press and Journal readers
are intending to move home
within the next
two years

£926MIL

Press and Journal readers
spent on kitchens and
bathrooms in the
last 12 months



Holidays & Travel

*Showcasing the very best travel destinations
at home and abroad featuring a new blog
called "You couldn't make it up"*

£226MIL

Press and Journal readers
spent over on holidays
during the last
12 months



Source: DCT Newsbrands (Ipsos Mori) 2014, Base: Press and Journal 10% Area



Home Entertainment

Featuring a 7 day guide this will be a one-stop-shop for readers to plan their week ahead and offers great exposure for advertisers due to the high volume of views and longevity of the platform.

£90.9 MIL
 Press and Journal readers who bought entertainment equipment in the last 12 months spent:

STAYING IN PICK OF TV NEXT WEEK



DOCUMENTARY
William McEvanney: Living with Words
 Friday, BBC2, 10pm

William McEvanney is one of Scotland's greatest writers. His seminal novel *Docherty* was recently voted in the top 10 Scottish novels of all time, and the much of his work centres on working-class life in the west of Scotland. His Glasgow detective Lakshaw inspired a whole generation of crime writers, earning him the mantle 'Godfather of Tartan Noir'. McEvanney's evocative and powerful sense of Scottish identity and language has inspired countless others. A lifelong socialist, he has been writing passionately about Scotland's sense of political identity for decades. This documentary is an intimate portrait of the writer, which also features contributions from David Hayman, Ali Smith and Ian Rankin among others.



FOOD
The Great Comic Relief Bake Off
 WEDNESDAY, BBC1, 8pm

Host Jo Brand, above, sees another quartet of famous faces wowing their wooden spoons in the name of charity. Heading the line-up is Michael Sheen, who's more accustomed to playing larger-than-life characters such as Kenneth Williams and Tony Blair than he is making cupcakes. Someone who will know whether his Blair impersonation is accurate or not is Sarah Brown, wife of former prime minister Gordon Brown. The mixed bag of contestants is completed by Radio 1 DJ Jemima Jani and comedian David Walliams. They will have to prepare 24 portions of mince shepherd, six mini pork pies and a triple-stuffed nativity if they're to impress judges Mary Berry and Paul Hollywood.

32 The Press and Journal | Saturday, February 21, 2015

SERIES FINALE



Time for the truth

CRIME DRAMA
Broadchurch
 MONDAY, STV, 8pm

The murder of 11-year-old Danny Latimer rocked the small Dorset town of Broadchurch in series one of the hit saga. The investigation of DI Alec Hardy (David Tennant) and local officer DS Ellie Miller (Olivia Colman) helped make it TV's highest rated drama of 2013. Meera Sidhu jumped at the chance to star in series two, but what was it about Chris Chibnall's scripts that attracted her?

"He takes time," she explains. "It's the time and space in his scripts that he uses to delve into character. It's what drew people to watch *The Killing*. It's so much more about what are the effects of these events on people and to delve into their inner lives." As judge Sonia Sharma, was there a part of Meera that was thrilled by the fact that she spent so much time sitting down? "Yeah," she laughs. "I wonder if Patrick Stewart felt like that when he did his bit in the X-Men movies. He probably thought the same thing: 'Great, I just get to sit down the entire film.'"



DEREK LORD ON TV

Indian Summers
 (Channel 4)
The Casual Vacancy
 (BBC1)
Ukip: The First Hundred Days
 (Channel 4)

MY CHOICE
Reginald D. Hunter's Songs of the South
 BBC2, Saturday, 10pm

Indian Summers
 Channel 4, Sunday, 9pm
 Does civil service star Ralph (Henry Lloyd Hughes) have any interest in wealthy Madeline? And can he keep a lid on the shooting scandal? Intrigue at every turn as the steamy yarn unfolds.

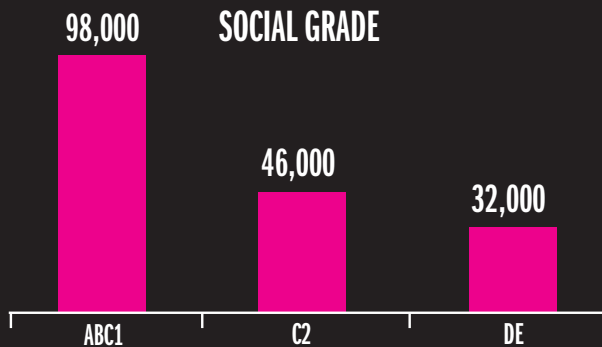
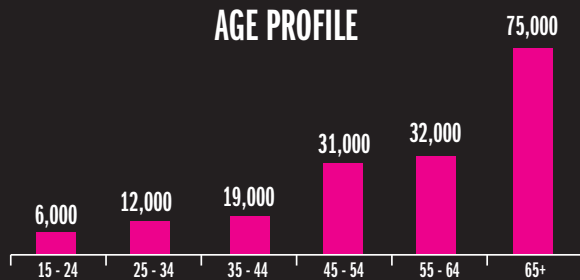
Critical
 Sky1, Tuesday, 9pm
 Jed Mercurio's reinvention of the medical drama is powerful stuff, an hour of real-time emergency crises and procedures that never lets up.

Suffragettes Forever! The Story of Women and Power
 Amanda Vickery takes us through the long and bloody fight for women's suffrage.

Reinventing the Royals
 BBC2, Wednesday, 9pm
 After Khan's death, battles between royalty and media came thick and fast. Steve Hewlett expertly opens some old wounds.



Readership Profile



FREQUENCY
WEEKLY

CIRCULATION
61,365

READERSHIP
176,000

MALE READERS
54%
FEMALE READERS
46%



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