

# Contrary Life

*Another way to waste time*

Hi there! Welcome to the *Contrary Life* Media Kit.

## First of all, what is Contrary Life?

Contrary Life is an alternative leisure guide for the whole of the UK.

We aim to bring news of the smaller, quirkier, goings on across the UK to a wide audience. Our blog covers all sorts of fun stuff from live music, unusual exhibitions, dance and theatre productions to brilliant reads by up and coming authors and interesting interviews with people who are passionate about what they do.

## Who is behind Contrary Life?



Caroline King is the founder and editor of the Contrary Life website.

“I decided to start Contrary Life after looking for something to do in my spare time and not being inspired by the events I found listed on the internet. I knew there were plenty of really great, small and quirky events being organised across the country by very dedicated groups of people and I thought there should be a fun, friendly website where people can read about what’s going on.”

“I have been writing a blog since 2009 and have been working in the media for 14 years. I love the arts, visiting small museums and discovering the hidden corners of Great Britain. I think this genuine enthusiasm is reflected in Contrary Life.”

## What is Contrary Life’s core content?

We cover quirky annual sporting championship events such as the *World Egg Throwing Championships* and *World Championship Hen Racing*. More and more of these contests are cropping up each year and we aim to cover them all.

Our *Curiosity of the Week* feature highlights unusual, hidden or overlooked landmarks, buildings and monuments.

We also cover small and quirky art, music and food festivals, independent theatre productions, craft fairs, unusual one-off events including crazy carnivals, eccentric club-nights and weird workshops.

We often cover seasonal events including New Year, Easter, Halloween and Christmas events.

### **Who reads Contrary Life?**

The majority of Contrary Life's audience is based in the UK. In our latest survey we found that our audience mainly liked to read about quirky events followed by history and heritage based features, festivals and the arts. The age range of our current audience is as follows...

18 – 25 year olds	9.09%
26 – 35 year olds	63.64%
36 – 45 year olds	27.27%

Contrary Life's audience has increased steadily by 30% per year and is continuing to grow. Our social media coverage is also steadily growing already receiving thousands of views on You Tube and our Twitter followers are increasing week by week. Our website's audience, as with its social media following, has been built up organically and we don't 'buy in' our fans, so the people that visit our site and read our tweets are genuinely interested in our content and are not just making up the numbers.

Our latest stats (August 2014) for the website are as follows...

Visits per month 2,726

Unique users per month 2,406

Page views 4,432

### **How does the advertising work on Contrary Life?**

We are currently offering you the opportunity to advertise on Contrary Life for just £10 a week for a 300x250 box.

Not only will your ad have the potential to appear on the website homepage but on every page our audience visits. Your ad will appear where the blue box containing a '1' is displayed in the example below...

# Contrary Life

Another way to waste time



Home About

Archives

Search



4 actors, 4 bicycles, 49 characters and a 926 mile adventure  
The remarkable, bicycling tour of award-winning gooseberry, Pimble and Julia and Twelfth Night, while making our way north...

## CURIOSITY OF THE WEEK

### Ring O' Bells – a pub on sacred ground



The Ring O' Bells pub in Kersal, Greater Manchester is something of a unique and unusual claim. The Ring O' Bells is said to be the only pub in the UK to be on consecrated ground...



### More than just hot air at the Bristol International Balloon Fiesta

Bristol will play host to Europe's largest ballooning event, an amazing spectacle and free event for the whole family from 8th – 10th August 2013...



### Visit the oldest surviving gooseberry show in the country

Epton Gooseberry Show is the oldest surviving gooseberry show in the country and this year it takes place on 8th August 2013...



### Don't be a chicken! Get yourself to the Hen Racing Championships!

The World Hen Racing Championship is an annual event held at the Derby Race track where they have been holding races for about 20 years.

## TOP STORY

### You'll be turning purple at Pershore Plum Festival



The British plum season officially begins on 28th July with the start of the Pershore Plum Festival in Worcestershire's Vale of Evesham...

## LATEST HEADLINES



### Scarecrows invade the city as Calverley gets creative

From 16th August you will find some strange things popping up outside houses and businesses in Calverley as the Scarecrow Festival returns...



### Blessing the boats in Whitby

Yorkshire has many traditional customs that are still carried out today, the blessing of the boats in Whitby is one of them...



### Crazy races and family fun at Salcombe Town Regatta

This year Salcombe Town Regatta takes place between 4th & 10th August and will have lots of events happening from parachuting led dogs to endurance competitions...



## CATEGORIES

- Alternative Sport
- Art
- Cabaret
- Cinema
- Classes & Workshops
- Club Night
- Comedy
- Curiosity of the week
- Dance
- East
- East Midlands
- Exhibitions
- Folk
- Festival
- Food & Drink
- Heritage
- Interview
- Literature
- London
- Museums
- Music
- North East
- North West
- Northern Ireland
- Review
- Science and Technology
- Scotland
- South East
- South West
- Theatre
- Wales
- Wales
- West Midlands
- Yorkshire



### Toot toot – next stop Indietracks!

Indietracks is a small indie-pop festival in Derbyshire that is a little bit different to your usual music festival experience...



### Celebrate The Old Joint Stock's 150th birthday with Oscar Wilde, aerial acrobatics and Pimm's

The Old Joint Stock Pub and Theatre in Birmingham is celebrating its 150th birthday on 3rd August with a day of events...



### Shaldon Water Carnival makes a splash

Enjoy a unique family-friendly day with music, all the Shaldon Water Carnival. It takes place on 3rd August with a boat parade, stalls, games and competitions...



### Celebrate the Spirit of Clovelly with the Lifeboat Weekend

Clovelly Lifeline Weekend on 3rd and 4th August is held in aid of the RNLI and is a popular celebration of the Clovelly Lifeline...



### Fly in and sample some local food and drink at RAF Museum Cosford

Food lovers will get the chance to sample some of the West Midlands' best food, as RAF Museum Cosford, Shropshire holds its first ever food festival...



### Time to Dig the City with Manchester's urban gardening festival

This summer, Manchester becomes a garden city, with free food, flowers, talks, workshops and a free Dig the City Museum from 3rd – 11th August 2013...

Older Entries

You should note that this space may be shared with up to four other advertisers. All the ads will be displayed on a cyclic basis.

You will need to provide an image and a link that the user will be directed to when they click on the ad. The image should match the following specifications:

<b>Non-animated image ads</b>	
File type	.jpeg .jpg .png .gif
File size	150 KB or smaller
Image size	320x250

<b>Animated image ads</b>	
File type	.gif
File size	150 KB or smaller
Image size	320x250
Animation length and speed	Animation length must be no longer than 30 seconds Animations can be looped Animations must be no higher than 5 fps

Adverts will need to meet the following criteria:

- Ads must take up the entire space of the image size.
- Ads can't be segmented or appear to be more than one ad.
- Images must be clear and recognisable with legible text.
- Animated ads can't contain strobing or flashing backgrounds.
- Ads must not mimic Contrary Life content, articles, or features.
- Ad behaviour should not trick a user into clicking the ad, for example ads should not mimic system or site warnings.
- Ads and the content they point to should be family safe.

Once we have received your image, payment and confirmed how long you would like your ad to appear we will add it to Contrary Life. Paying for an ad on Contrary Life can be done very simply via Paypal.



To begin advertising on Contrary Life, please contact Caroline King via [caroline.king@contrarylifecom](mailto:caroline.king@contrarylifecom)