

Life Magazines

YOUR LOCAL COMMUNITY MAGAZINES



Reach over 18,000 local households every month
in the **LE65, LE67, DE72** and **DE73** areas

AshbyLife IbstockLife MelbourneLife

www.ashbylife.co.uk

| www.ibstocklife.co.uk

| www.melbournlifemagazine.co.uk

A proven way to reach local **new customers**

Both **Ashby Life** and **Ibstock Life** (formally known as What's Around) launched in 2005 and are firmly established as a trusted source of local information and the first place many residents go to when in need of a local business or tradesperson. Following this success we launched **Melbourne Life** in May 2018.

Our magazines are handy, A5 sized full colour publications containing local community news and events, walks, puzzles and interesting articles as well as an extensive business directory.

They are delivered door to door each month by a dedicated team of local people with a combined circulation of over 18,000.

Vanessa

Vanessa Preece, **Editor**



Supporting the local community

We are proud to **promote**
local independent businesses



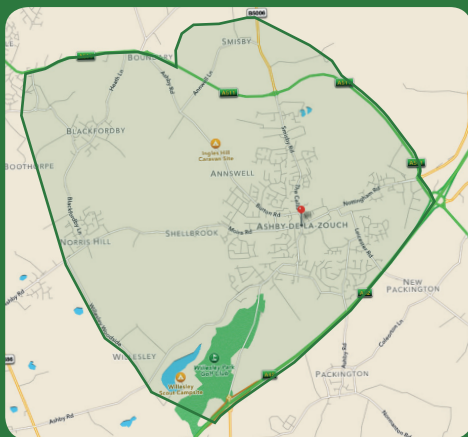
Call us on 01530 417739 or email on info@lifemagazines.co.uk



AshbyLife

Covering the LE65 area

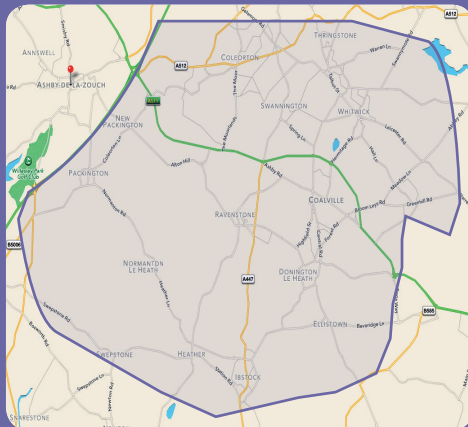
6,900 copies are distributed in Ashby de la Zouch, Smisby and Blackfordby.



IbstockLife

Covering the LE67 area

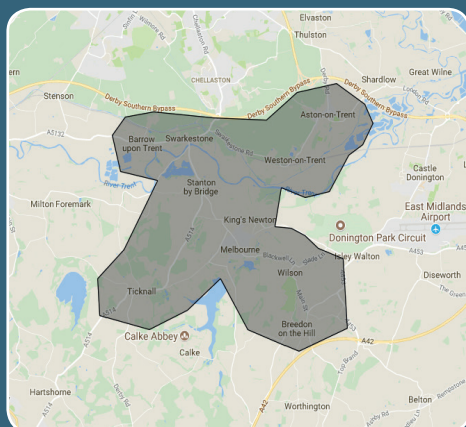
6,400 copies are distributed in Ibstock, Ravenstone, Heather, Packington, Normanton Le Heath and Swannington.



MelbourneLife

Covering the DE72 & DE73 areas

5,400 copies are distributed to Melbourne, Ticknall, Kings Newton, Breedon and surrounding villages.



Call us on 01530 417739 or email on info@lifemagazines.co.uk

Reasons to advertise

- **Targeted Local Advertising** Our distribution team hand deliver magazines to every local household
- **Quality Content** Residents enjoy receiving our magazines; they read them, keep them and use the businesses who advertise within them.
- **Low Cost Effective Marketing** Advertising with us offers incredible value for money with adverts starting from just £24+VAT per issue
- **Flexible Solutions** From business card sized adverts to double page spreads we have advertising options to suit every business.
- **It works!** 85% of advertisers re-book because it has worked for them.
- **We're here to help** Our friendly team can advise on everything from advert design to online listings and will help you every step of the way.

Testimonials

Don't just take our word for it...

"The advertising in your magazines has been highly successful, in fact, too successful! I have more work coming in than I can take on...many thanks for your help."

Chris, Stevensons Builders

"Glad we advertised in Ashby Life and Whats Around magazines we have had some lovely customers so far and a pleasure dealing with the magazine team."

Ryan, Theobald's"
Carpentry & Joinery

"The Ashby Life has been a key factor in the success of the cleaning business, I wouldn't hesitate to use you in any other ventures or ideas that may come up!!!"

Buster, The Bees Knees

"The last 10 children that have looked around and signed up have seen our advert in Melbourne Life."

Mary, Scallywags Nursery

Call us on 01530 417739 or email on info@lifemagazines.co.uk

Additional Services

Online Advertising

- Our online business directory allows people to easily search for a local business when they need one.
- We create and host your business page on our website
- Online advertising packages also have social media coverage reaching 2000 local residents per week
- From only £7 + VAT per month we can help you establish an online presence.



Leaflet Drops

- We can also distribute leaflets with our magazines throughout the LE65, LE67, DE72 & DE73 areas for just £40+VAT per 1,000 leaflets.
- These need to be booked in advance as places are limited
- Delivery is with the magazine on the week following the last Friday of the month



Graphic Design

- We offer a full advert design service from only £10+VAT
- We have a dedicated professional graphic design team who can create an advert with real standout that works for you and your business



Call our friendly experienced team today to discuss how we can help you reach local audiences.

Call us on 01530 417739 or email on info@lifemagazines.co.uk

Advert size and design



**FROM
£24**

EIGHTH PAGE
62MM X 44MM



**FROM
£39**

QUARTER PAGE
62MM X 92MM



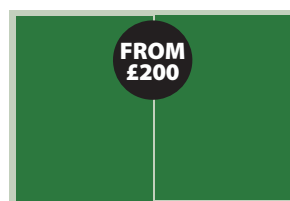
**FROM
£63**

HALF PAGE
130MM X 92MM



**FROM
£105**

FULL PAGE
130MM X 188MM



**FROM
£200**

DOUBLE PAGE
260MM X 188MM

Advertising Rates*

**All prices are subject to
VAT at the current rate.*

Advert Sizes	1 Issue	3 Issues	6 Issues
Eighth page	N/A	£27.50 per issue	£24 per issue
Quarter page	£50	£45 per issue	£39 per issue
Half page	£79	£70.50 per issue	£63 per issue
Full page	£136	£120 per issue	£105 per issue
Double Page Spread	£240	£220 per issue	£200 per issue
Website Business Page	from £7 per month		

SAVE 10%
when you book
three issues

SAVE 20%
when you book
six issues

**Call us today on 01530 417 739 or email
info@lifemagazines.co.uk and get your
business seen by over 18,000 local residents**