Life in the Village

Media Pack 2020

A slice of country life from Bredon Hill and beyond
Affluent audience and door-to-door distribution to desirable villages
Providing cost effective local marketing since 2005
Welcome to Life in the Village – a slice of country life, locally. Our family of four independent lifestyle magazines has been connecting people around Bredon Hill and beyond since 2005 and we can connect you too.

We offer a cost-effective local marketing solution that will help you communicate with affluent and influential home owners in some of the most desirable villages of Worcestershire and Gloucestershire. Combining solid regional knowledge with years of copywriting, graphic design and publishing experience, we achieve an outstanding renewal rate of 84%.

Targeting Acorn ‘Affluent Achievers,’ our patch takes in wealthy villages between Tewkesbury, Upton-upon-Severn, Pershore, Evesham and Broadway. It’s divided into four distinct geographical areas, each covered by its own publication – Bredon, Avon & Severn, Folly View and Cotswold Edge – so you can choose precisely where you want to advertise. Book one area, combine any two or three, or be included in all four and gain maximum benefit from our discount scheme.

We deliver a total of 13,000 printed magazines door-to-door, five times a year – Early Spring, Late Spring, Summer, Autumn and Winter. Digital versions are free to read online. And by providing daily updates to our Twitter community, we ensure our content is always relevant and fresh.

Renowned for our unique programme of inspiring editorial features, competitions and money-saving offers, our magazines are popular, well read and kept for reference, bringing excellent rates of response.

Please get in touch to book a free initial meeting and find out how we can help you.

Lisa Lambon
Publishing Editor
Delivered door-to-door in four distinct geographical areas by our reliable in-house team, our magazines target some of the most desirable homes in Worcestershire and Gloucestershire.
Life in the Village

VILLAGES WE DISTRIBUTE TO

Bredon
3300 copies
Alderton
Alstone
Ashton under Hill
Aston on Carrant
Beckford
Bredon
Bredon’s Hardwick
Bredon’s Norton
Conderton
Great Washbourne
Kemerton
Kinham
Overbury
Oxenton
Pamington
Teddington
Tredington
Westmancote

Avon & Severn
3200 copies
Baughton
Besford & Besford Bridge
Bushley
Bushley Green
Church End
Defford
Drakes Broughton
Hanley Swan
Hill End
Holly Green
Naunton
Ripple
Ryall
Shuthonger
Strensham
Twyning
Uckinghall
Wadborough

Folly View
3200 copies
Birlingham
Bricklehampton
Charlton
Cropthorne
Eckington
Elmley Castle
Fladbury
Great Comberton
Kersey
Little Comberton
Lower Moor
Netherton
Pensham
Throckmorton
Wick
Wyre Piddle

Cotswold Edge
3300 copies
Aldington
Badsey
Bretforton
Buckland
Dumbleton
Hinton on the Green
Knowle Hill
Laverton
Murcot
Sedgeberrow
Stanton
Wickhamford
Wormington

Spare copies can be picked up from retail outlets in the five market towns: Tewkesbury, Broadway, Evesham, Pershore, Upton-upon-Severn.
WHO WE DISTRIBUTE TO

We will connect you to affluent and influential homeowners across Bredon Hill and beyond. 72% of households covered are classified by Acorn as ‘Affluent Achievers’ - some of the most financially successful people in the UK*

Middle aged or older, our readers are mainly the ‘baby-boomer’ generation with many empty nesters and wealthy retired. They include well-off families with school age children, usually living in larger, detached houses with four or more bedrooms. Around one in eight of these families will own a second property.

A high proportion are very well educated and employed in managerial and professional occupations. Many own their own business.

Incomes are generally well above average. Many of our readers can afford to spend freely and frequently and have also built up savings and investments.

Most ‘Affluent Achievers’ are owner occupiers, with half owning their home outright and the remainder often having significant equity in their property.

Comfortable with new technology and managing money, our readers sit at the top of the social ladder. They are healthy, wealthy and confident consumers.

72% are classified by ACORN as ‘Affluent Achievers’

46% own their property outright (no mortgage)

77% are classified by ACORN as ‘healthy’

Life in the Village

MAGAZINE ADVERTISING RATES

An annual package gives you five entries in our printed magazine, five entries in our digital magazine, daily Twitter support and a complimentary offer voucher. Choose from four distinct geographical areas – Bredon, Avon & Severn, Folly View and Cotswold Edge.

Annual advert package (advert x5 in one area eg Bredon, 3,300 copies)

<table>
<thead>
<tr>
<th>Size of advert</th>
<th>Monthly cost x 12 + vat</th>
<th>Annual Cost + vat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter page colour x5</td>
<td>12 monthly payments £20.42</td>
<td>£245</td>
</tr>
<tr>
<td>Half page colour x5</td>
<td>12 monthly payments £32.92</td>
<td>£395</td>
</tr>
<tr>
<td>Full page colour x5</td>
<td>12 monthly payments £49.58</td>
<td>£595</td>
</tr>
<tr>
<td>Double page colour x5</td>
<td>12 monthly payments £91.25</td>
<td>£1095</td>
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</tbody>
</table>

Annual editorial package (editorial x5 in one area eg Bredon, 3,300 copies)

<table>
<thead>
<tr>
<th>Size of editorial</th>
<th>Monthly cost x 12 + vat</th>
<th>Annual Cost + vat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single page colour x 5</td>
<td>12 monthly payments £66.25</td>
<td>£795</td>
</tr>
<tr>
<td>Double page colour x5</td>
<td>12 monthly payments £107.92</td>
<td>£1295</td>
</tr>
</tbody>
</table>

Best value bundle (editorial x1 + advert x4 in one area eg Bredon 3,300 copies)

<table>
<thead>
<tr>
<th>Size of space</th>
<th>Monthly cost x 12 + vat</th>
<th>Annual Cost + vat</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Silver</strong> Single page editorial x1 and half page adverts x4</td>
<td>12 monthly payments £39.58</td>
<td>£475</td>
</tr>
<tr>
<td><strong>Gold</strong> Double page editorial x1 and full page adverts x4</td>
<td>12 monthly payments £66.25</td>
<td>£795</td>
</tr>
</tbody>
</table>

Book one area, combine any two or three, or be included in all four and gain maximum benefit from our discount scheme. Spread the cost with an annual package – secure your space for the year ahead and pay monthly.

Multiple area discounts apply to annual packages

two areas – duplicate rates
three areas - 5% off third area
four areas - 10% off fourth area

Prime positions (p3, 5, 7, 9 etc) 20% surcharge*
Guaranteed right hand page 10% surcharge*

Artwork design £35+vat
creates an annual template and one set of amends per issue free of charge

Please ask for quotes or a free initial meeting
Our summer editorial brought us eighteen new clients.

Graham West
WEST HAIR DESIGN, FLADBURY

Every time a magazine is issued we take on at least five new clients.

BREDON HILL CLEANING SERVICES

The response to our editorial feature in the Cotswold Edge was instant – fantastic and very welcome!

Marc and Corinne Fowler
RIVERFORD

Your work is fantastic!! Loving it all, thank you and well done!!

Rachel Gallagher
TEWKESBURY GARDEN CENTRE

I had a great response to our first competition…we’re really pleased.

Caroline Lawrence
THE ROSES THEATRE

The editorial looks great, really pleased.

Steve Owens, MD
BUZZ ELECTRICAL

Thanks as always for your creative help in bringing our page together.

THOMSON & BANCKS

The magazines have done the job of bringing in telephone calls.

LC Millar & Sons
KEMERTON

It’s good… we get a steady flow of enquiries from Life in the Village.

John Roberts
SEVERN SEATING

I get so much business from the magazines because they reach precisely the audience I need to communicate with.

Sarah Jane Smith
BACK ON TRACK, CHIROPRACTIC

We’ve had a great response to our advert. We’re really happy with the business it’s bringing in.

ABBEY CLEANING SERVICES

We often have people say they saw something about St Richard’s in your magazines.

Helen Griffey
COMMUNICATIONS OFFICER, ST RICHARD’S HOSPICE, WORCESTER

I’ve had several jobs from the Avon & Severn magazine this season. The advert easily pays for itself.

David Williams
EARLY DAWN LANDSCAPES

We recently had the pleasure of working with Lisa at Life in the Village and are delighted with the results! We thoroughly recommend it!

Ruby Edwards
YOU DO BETTER
To arrange a free initial meeting please contact Lisa Lambon

Call 01684 773135 or 07776 340736

Email lisa@lifeinthevillage.co.uk

@LisaLambon

www.lifeinthevillage.co.uk

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