

Life Magazines

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your LOCAL COMMUNITY LIFESTYLE magazines

Petersfield covers: Buriton, Clanfield, East and West Meon, Froxfield, Hawkley, Liphook, Liss, Milland, Rake, Rogate, Selborne, Sheet, Steep, South Harting

Haslemere covers: Beacon Hill, Chiddingfold, Churt, Brook, Fernhurst, Grayshott, Grayswood, Hindhead, Liphook, Milford, Milland, Passfield, Weyhill



MEDIA
PACK
2011

www.lifemags.co.uk

Advertising benefits

Businesses and organisations in and around Petersfield and Haslemere gain a competitive edge by advertising in *Life in Petersfield* and *Life in Haslemere*.

How you benefit:

- Exclusive targeted circulation and readership
- A longer shelf life, 2 months, so your advertising lives longer
- The largest circulation of any dedicated magazine in the area (each with a minimum of 10,000 copies reaching a total of 30,000 readers)
- A range of advert sizes to suit your budget, from 1/8 pages up to double page spreads and supplements
- Advertising promotions and competitions
- A professional design and artwork service to create your advert
- Discounts for pre-payment and advance booking.

Summary

Life in Petersfield and *Life in Haslemere* are established publications supporting your local community and offer your business the opportunity to be seen and contacted by our discerning readers.

Competition Page

A full page of editorial/advertising about your business for only £350 plus a prize (prize value £100+). Supply your gift or service to the lucky winner (also mentioned in the following edition). The competition is promoted on the front cover of the magazine.

Don't take our word for it...

Here's what some of our existing advertisers say:

"High standards are a vital part of care-at-home and very frequently people will not know where to turn to arrange for care for themselves or a loved one. Advertising in *Life in Petersfield* allows our potential customers to find us just when they need us. The premium quality format and local focus dovetail perfectly with our own values and we will continue to advertise in this excellent magazine."

Paul Tarsey, Managing Director, Bluebird Care, Petersfield

"*Life in Haslemere* has quickly identified the style, enthusiasm and energy of our lovely market town and established itself as a real friend of the social and commercial community."

Andrew Brownrigg, Haslemere Travel, Haslemere

"We have advertised in the *Life in Petersfield* publication from the very first issue, it really has raised our profile and made the readers aware of our services. I can truly say that it has been the single most successful advertising media for us, and we have used many other publications in the last 15 years!

"I am sure that the quality of the magazine, the dedication of the staff and the well researched methods of distribution could work for any type of business."

Sue Johnson, Sue Johnson Interiors, Sheet

Target audience and distribution

The magazine is read by:

- ABC1 residents who receive the magazine hand-delivered, and via businesses in Petersfield, Haslemere and the surrounding areas
- Shoppers who pick up copies from Waitrose, Sainsbury's, Tesco and other named outlets including village stores, shops and post offices throughout the area
- Visitors to the area. Exclusively circulated within a 30-mile radius of Petersfield and Haslemere to tourist information centres, hotels and leisure outlets throughout the region, including Winchester, Chichester and Guildford.

Life Magazines are:

- Full colour, A4 glossy, lifestyle magazines to serve, inform and entertain the local community
- A sought-after part of life, the magazines are full of news and features on local personalities, health, style, arts, events, businesses, property and food and drink
- Packed full of high quality advertising from businesses keen to sell their products and services to a discerning readership and highly targeted area.



Achievements to date

- Launched in 2006 with bi-monthly issues in Petersfield and Haslemere, Life Magazines have been well-received and supported in these two market towns
- *Life in Petersfield* stages the popular LIFE MAGAZINES BUSINESS AND COMMUNITY AWARDS every April. 2011 is the fourth year
- *Life in Haslemere* was chosen for the Best New Business Award 2007 by Haslemere Chamber of Trade and Commerce.

Your story

Do you have an editorial story to tell? Please email your press release or information to the editor together with any supporting photographs to info@lifemags.co.uk