

Living

MAGAZINES



MEDIA PACK 2022



The largest circulating magazine delivered quarterly to homes and businesses across Berkhamsted, Tring and the surrounding villages.

Introduction

Welcome to Living Magazines, the only magazine that delivers to every household and business in the affluent areas of Berkhamsted and Tring in West Herts. Since its launch in 2001, Living Magazines has been the market leader in quarterly local lifestyle publications – well-liked and well-trusted in the areas that we serve.

The magazines are distributed by the guaranteed Royal Mail Door to Door delivery service to over 21,950 households and businesses within the HP4 and HP23 postcode areas. Circulation also extends to selected additional villages in the LU7 postcodes, for a combined readership of over 65,800. The magazines are also available for local pick-up and a digital issue can be found on the website.



We ensure that the towns of Berkhamsted and Tring remain the true focus of our unique local coverage, with professionally and locally written editorial. We actively encourage local shopping within the area, and include an extensive What's On Guide to promote local events.

We are passionate about supporting local businesses and creating partnerships. As a result, we don't sell to a quota, instead we're always ready to have a chat and see how we can help you raise the profile of your business, promote your products and services, and reach your clients.

We've included reader testimonials, our reader profile, and relevant facts and figures so that you have all the information you need at your fingertips.

Please contact us on: **01442 824300** or drop us an email to: **info@livingmags.info**.

A handwritten signature in black ink that reads "Alison".

Owner & Publishing Director



**SUPPORTING LOCAL
BUSINESSES SINCE 2001**



Berkhamsted High Street

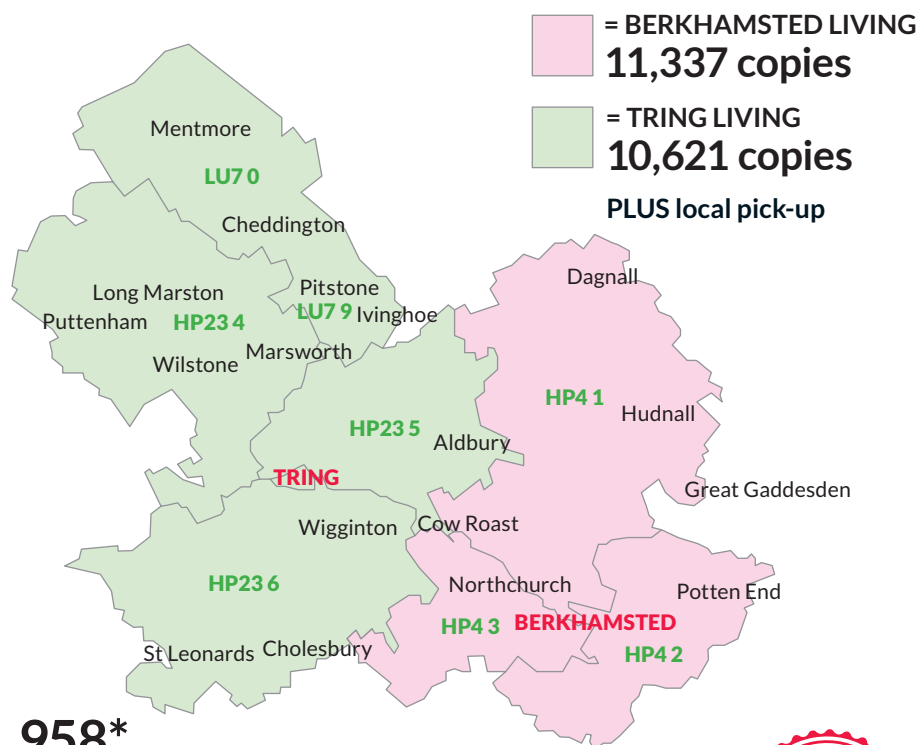


Tring High Street

Current Areas & Distribution

Delivered every quarter in
March, June, September and December

	BOOKING & NEWS DEADLINE	ADVERT ARTWORK DEADLINE	INSERT DELIVERY DEADLINE	DISTRIBUTION FROM
SPRING 2022	26-01-22	02-02-22	16-02-22	7 March 2022
SUMMER 2022	27-04-22	04-05-22	18-05-22	6 June 2022
AUTUMN 2022	27-07-22	03-08-22	17-08-22	5 September 2022
WINTER 2022	26-10-22	02-11-22	16-11-22	5 December 2022



21,958*
COPIES = a readership of
65,874

*Correct as at October 2021

info@livingmags.info | 01442 824300



Pricing & Discounts

Largest circulation
for Berkhamsted
& Tring



Guaranteed
delivery



Strong cost per
thousand (CPM)



Magazines read &
retained month
on month



Advertising rates per quarterly issue

Rates are per insertion, per magazine, per 3 months

SIZE	COST £ (EX VAT)
Double page spread	£695
Full page	£495
Half page	£295
Quarter page	£175
Sixth page	£100
Classified	£15 per cm deep x 1 column wide (1 column = 32mm) with free design
Outside back cover	£600
Inside front cover	£575
Inside back cover	£550
Guaranteed position	As per advertising rate plus 20%
Advertorial	As per advertising rates

Discounts & series bookings

Charities	30% (available on display adverts only)
Both magazines	10%
2 issues	5%
3 issues	10%
4 issues	15%

Need advert artwork?

We understand that not all businesses have the time or the resources to produce their own artwork. We offer a professional design service to all customers.

Our Classified advertising rates include free basic advert design.

Please contact us to find out more.

All advertisers are included within our online directory free of charge.

Testimonials

From our advertisers

**Andrew Jackson of
Tring Brewery:**

"This is one of only a few paper publications in which we advertise. The reason being, people actually read it. It is supported by many local businesses because it works."

**Dr Edward Mashedor
of Bowhouse
Dental Practice:**

"Our partnership with both Living magazines has contributed significantly to our practice's success as it has really helped us connect and build trust with local residents."

**Helen Reeley of
Reeley Gardens:**

"I placed my first ever printed advertisement with Berkhamsted Living Magazine this year (Spring 2019 issue). Project enquiries are still coming in two months after publication which is very encouraging. The magazine designed the advert for me once I'd supplied my logo which made the process very simple and I was delighted with the results."

**Robert Stringer,
Stringer Mann
Financial Planners:**

"Very informative, lots of relevant local news and articles. We advertise and it is great for local awareness. The team work hard to get it right, local and worthwhile."

From our readers

Suzanne:

"It's truly local."

Caroline:

"I've been in Tring all my life and I think your magazine is fabulous. I always read it and think it's really interesting. It's important to have something local, especially with the newspapers declining."

Josh:

"Keep up the great magazine!"

Anna:

"Fab magazine for someone who likes to know what's going on locally!"

Abi:

"A rare gem of a local magazine that is worth reading! Great balance of interesting articles and useful local information. There's always something that catches my eye to buy in the shopping section or a cafe or restaurant that I have to try after reading a review. Long may it continue to pop through my letterbox!"

Reader Profile

74%
are ABC1



85%

believe its worth
paying more money
for quality goods



100%

of respondents are
loyal and regularly
read every issue

81%

of respondents say
they learn something
new from each issue



65%

of readers are
female and **35%**
are male

65%

are married or
living with
a partner



54%

own their own home
outright compared
to the UK national
average of 28.2%*

47%

are aged 45+



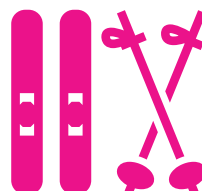
45%

have at least two
vehicles in the
household



65%

will go on at least
two holidays
a year



Facts & Figures

58%

of magazine readers do not do anything else at the same time as reading compared to websites at 52% and social media down at 35%.*

Year on year growth in coverage since 2001 to our current distribution of over 21,600 homes and businesses each quarter.

Living Magazines

Press advertising has become more effective over the last 10 years. ^

We are the largest circulating magazines covering Berkhamsted and Tring in West Herts.

Living Magazines

57%

of those surveyed by Magnetic positively described mag ads as part of the reading experience – the highest figure for any channel. †

Neuroscience research has shown that paper advertising is more effective than digital, resulting in better brand recall. **

68%

of the UK population (aged 15 and over) consume magazine media across all platforms, 88% of magazine readers believe that reading magazine content is time well spent and 80% trust what they read in their magazines, which shows they have huge engagement with the brands they are consuming. °

81%

of people have bought an item or visited a place after reading about it in a magazine. †

Magazines should still be an important part of the marketing mix – especially for smaller businesses who are looking to pay less for a higher level of attention. ^^

76% are repeat advertisers, often signing up for a whole year.

Living Magazines

Inserts are good for activation, while advertising in newspapers and magazines is better for brand building. ^

Sources: *CIM February 2019 †Magnetic February 2019 ††Magnetic 2018/2019 °PAMCo June 2018

^IPA Media in Focus October 2017 **Forbes September 2016 ^^ Chartered Institute of Marketing February 2019

Insert Service

Did you know that Living Magazines offer a leaflet distribution service across Tring, Berkhamsted and the surrounding villages?



If your organisation is looking to attract the interest of local residents and businesses, leaflet delivery is a highly effective marketing strategy and we can help.

An eye-catching leaflet would attract attention and share your message with those living and working on your doorstep. We suggest that you use bold graphics, concise information and an offer (such as 10% off on presentation of this flyer) to maximise the impact.

The Tring and Berkhamsted Living Magazines are A5, so we can include single sheet, folded or multi-page A5 flyers and leaflets within the package. Deliveries are made in March (Spring edition), June (Summer edition), September (Autumn edition) and December (Winter edition), so you may choose to tailor your message to the appropriate season.

We can only accept a maximum of 6 inserts per magazine and because they are delivered within the package they are more likely to be retained and read.

Living Magazines are the largest circulating magazine delivered quarterly to homes and businesses across Berkhamsted, Tring and the surrounding villages.

We are the **only** magazines distributing via the Royal Mail Guaranteed door to door delivery service and to **every** postcode within HP4 and HP23.

Price on application, subject to weight and quantity.

Call
01442 824300
for a cost.

Sponsorship Opportunities

Sponsorship is a fantastic way to place your business in the hands of local clients and help you to stand out from the competition.

Living Magazines are packed with features including Property, Health and Beauty, Gardening, Kids, What's On and Pets, as well as an extensive News section. By selecting the feature that best relates to your business, you can have a highly visible reference to your business and an advert if you wish, on the pages that your target customers and businesses are reading.

In addition to an advert, we can offer you the chance to add commentary on your sponsored page. This can be used to provide valuable advice, answer frequently asked questions or showcase a seasonal product or service. Feature commentary helps your business be seen as approachable, familiar and an expert in your field. With regular exposure, readers will get to know you as the 'go-to' business.

Sponsorship packages will apply to both Magazines for one or multiple issues.

Sponsorship packages start from as little as £400 per quarter.



Advertising Specification

Advert sizes

AD SIZE	DIMENSIONS in mm (depth x width)
Double page spread (DPS) Type area Trim size Bleed	196 d x 278 w 210 d x 296 w 216 d x 302 w
Full page Type area Trim size Bleed	196 d x 134 w 210 d x 148 w 216 d x 154 w
Half page	96 d x 134 w
Quarter page	96 d x 65 w
Sixth page	62 d x 65 w
Classified ad	Per cm deep x number of column widths (1 column = 32mm)

Acceptable file types

All adverts should be **CMYK** press ready PDF files with all fonts embedded or converted to outlines or CMYK JPEG or TIFF files with 300 dpi image resolution at actual size. Full page and double page spread adverts should have a bleed of 3mm if the advert runs to the edge of the page. All adverts should have trim marks.

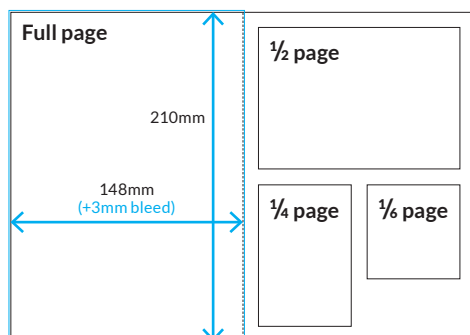
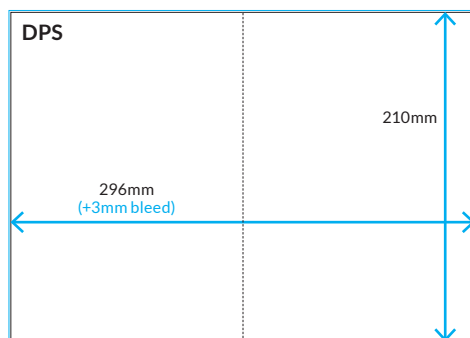
Note

All adverts should be built to actual dimensions. Double page spread adverts should be supplied as two separate pieces of artwork. The actual size of the magazine when printed is A5 portrait (210mm d x 148mm w).

Submitting files

Adverts not exceeding 10MB should be emailed to info@livingmags.info.

For larger file transfers, please call 01442 824300.



Classified Adverts

Classified adverts are booked by column and by cm depth. A column is 32mm. Free design is offered as per the below examples. Artwork including a logo or imagery will incur a fee.

The minimum size of a classified advert is 2cm deep x 1 column wide at £30 (ex Vat) per magazine per issue, with a minimum of 2 issues being booked.

All advertisers in the magazine automatically receive a FREE listing on our business directory, to help your business get found online. Visit www.livingmags.info/business-directory to find out more.

Examples

Painter & Decorator

25 years' experience
Excellent references
available
OAP discounts
No job too big
or too small
Free estimates
James Do
07777 123456
Berkhamsted &
surrounding areas

1 column
60mm d x 32mm w

Mobile Hairdresser

Specialising in the elderly & housebound
£15 cut & set. Very reasonable rates
Please call Jane
07777 123456 02222 123456

2 columns
30mm d x 64mm w

FREE
design for
classified
adverts

Colour scheme



Cyan



Red



Orange



Magenta



Green

Online Advertising

Could your business benefit from advertising on our website?

As the 'go-to' place for local information, we actively attract a steady stream of local residents to our website by regularly updating the online 'What's On' guide and local 'News' pages. In addition, people living a little outside our delivery postcodes come to read lifestyle articles and get updates online.

Top banner advertising

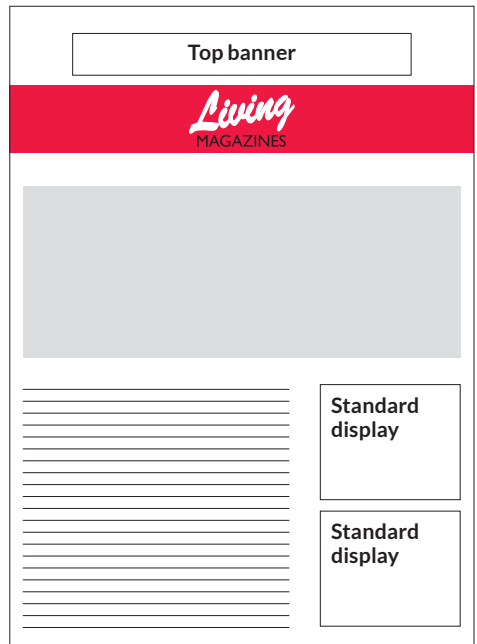
The first thing you see when visiting the Living Magazine website is the static top banner. Choose your page and your advert could be proudly displayed in this prime position, promoting your business.

Showcase your services and make your brand instantly recognisable with a top banner advert from just £100 per year per page. A premium will apply to the Home, What's On, Features and News pages. The size is 1456 x 180 pixels.

Standard display advertising

As readers scroll through the website pages, their attention can be drawn to eye-catching adverts. Living Magazine offers two standard static advertising spots: two medium rectangles located on the right-hand side of every page (except What's On and News). These two medium rectangles are 300 x 250 pixels each.

Choose your page and encourage customers through your door by clearly communicating your business, seasonal offers and special events for **just £25 per month**. Cost per advert. Discounts for multiple months.



e-Newsletter

Once a quarter is not enough for many of our readers, so they have subscribed to receive our monthly e-Newsletter. The e-Newsletters deliver local news and events directly to our readers' inboxes in between our quarterly magazines.

As a local company, you might find that regular updates suit the nature of your business more than the quarterly magazines. For this reason, we offer you the opportunity to raise the profile of your business by sponsoring our e-Newsletter, or advertising within it.

Quality list

Every subscriber has personally signed up to receive the e-Newsletter. They live, work and shop in Tring, Berkhamsted or the surrounding villages and are keen to support local events and businesses. As such, we have fully compliant access to a quality list of recipients.

e-Newsletter sponsorship

Living Magazines promote only one headline sponsor each month. Your company or product artwork will be prominently displayed with commentary and a link to our website for a further full page of copy with link to your website. This is a fantastic way to showcase your involvement with and support for the community, whilst building brand awareness with a direct call to action.

**e-Newsletter sponsorship £100 plus VAT per month.
Discounts for multiple months.**

If your company is looking for a regular, local marketing opportunity, access to this quality list is the sponsorship or advertising prospect for you!

e-Newsletter advertising

For a small monthly cost, advertising in the Living Magazine e-Newsletter could be a better option for your business. In a digital format, your advert can include direct links to a relevant website page, event booking form or even a blog article as an effective way to generate strong leads.

The size of an advertisement within the newsletter will be 250 x 250 pixels. **Advertisements within the e-newsletter will be charged at £25 plus VAT. Discounts for multiple months.**

We can provide a design service if required.

Contact

Telephone

01442 824300

Mobile

07963 002065

Email





info@livingmags.info

Website

www.livingmags.info



Keep in touch

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Registered Office Alison Page Marketing, 4 Jubilee Gardens, Tring, Herts HP23 4JG

Berkhamsted Living Magazine, Tring Living Magazine and School Report are published by Alison Page Marketing.

VAT Registration Number: GB 103141873

Terms & Conditions

1. Order placement

All advertisement orders will be confirmed by email. It will be deemed that, by advertising with us, you have accepted these terms and conditions. This forms a solid contract between both parties along with the following:

2. All advertisers must pay on booking and new advertisers must pay in advance.

Any previous order by an advertiser does not guarantee the right to renew on the same or similar terms and is subject to availability.

3. All advertisements must meet with the Code of Advertising Practice and Trade Descriptions Acts

of Parliament. The advertiser indemnifies Living Magazines in respect of any claim made against them arising from the advertiser's advertisement. All advertising submitted shall not contain any defamatory, fraudulent, misleading or false statements, or infringe on or unfairly prejudice the legitimate interests of any third party in implication or otherwise. Living Magazines reserves the right to refuse, amend or withdraw any advertisement at its own discretion.

4. All advertising copy must be delivered to Living Magazines by the timing specified in our agreement on placement of the advertising booking. Failure to do so will be deemed an unacceptably late cancellation (see 7). All artwork supplied to Living Magazines is done so at owner's own risk.

5. Design services/costs

Living Magazines' design department aims to be responsive to your requirements. If, however, you need a specific font, you are responsible for supplying it. Otherwise we will use the most suitable typeface we have. All advertisements designed by Living Magazines and all amendments are chargeable.

6. Artwork copyright

All advertising material produced by Living Magazines is for use only in our publications. If you wish to use artwork elsewhere (for flyers and advertising), please ask for our extended artwork licence fee.

7. Cancellation of advertising must be at least 4 weeks prior to copy deadline.

In the event of an advertiser failing to supply copy by the required date the full amount will be invoiced to the advertiser. Cancellation on series bookings will not be refunded. Discounts given for series bookings will be charged back to you if series is cancelled. Cancellation of any confirmed booking within the 4 week period prior to our booking deadline will also be subject to an administration fee of £50+VAT.

8. Payment terms

Unless otherwise stated, invoices must be paid in full within 14 days. Adverts and inserts will not be placed if previous invoices have not been paid. We reserve the right to charge interest on late payment in line with the Late Payment of Commercial Debt (Interest) Act (1988) amended 2002. Any and all costs incurred for the recovery of outstanding invoices will be charged to the advertiser. Any invoice outstanding beyond the required period will be referred to Daniels Silverman Limited and will be subject to a surcharge of 15% plus VAT to cover the collection costs incurred. This surcharge together with all other charges and legal fees incurred will be the responsibility of the advertiser and will be legally enforceable.

9. Methods of payment

Due to closure of the local bank branches, we will no longer accept cheques from 1 January 2019. You can pay online via your bank or by 'Stripe' using a credit or debit card. A 'Pay Now' button is included on your invoice for payment by 'Stripe'. The fee for the 'Stripe' service will be 1.4% plus 20p per successful transaction.

10. Proof of advertisement placement

One voucher copy will be supplied to the advertiser as standard and mailed in advance of the mass distribution.

11. VAT is payable (at the current rate) on all advertising and any extra agreed design/production charges.

12. Agency discount

Recognised advertising agencies and media independents will be entitled to 10% agency commission provided the invoice is paid by the due date and all other requirements are adhered to.

13. Advertising rates

Living Magazines reserves the right to amend its rates at any time. This will not apply if you have booked a series – your rate protection is guaranteed.

14. Living Magazines shall not be liable for any loss or damage from any error in the publication, late publication, non-publication, inaccurate copy instructions, default by third-party suppliers or subcontractors, or failure of an advertisement to appear due to any reason.

These conditions and all other points expressed above shall be governed and construed in accordance with English Law.

For details of our Privacy Policy, please visit our website at www.livingmags.info.

Living Magazines is a trading name of Alison Page Marketing.

