



# LOCAL LIFE

COMMUNITY & LIFESTYLE MAGAZINE

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## MEDIA PACK

STYLE | HEALTH & BEAUTY | HOME & GARDEN | FOOD & DRINK | PEOPLE | OUT AND ABOUT

## OUR MAGAZINE

Established in 2007 Local Life is a free bi-monthly glossy magazine combining lifestyle with local interest. With a loyal and steadily increasing readership in East Lothian, the diverse content of our magazine attracts all walks of life.

We work with a team of writers who not only live locally, but have a strong local insight, enabling us to bring content for our readers on the people and places which make East Lothian so unique. A typical issue covers everything from fashion to health and beauty, home interiors to food and drink, local news and events to interviews with local people, making Local Life a must-read for both locals and visitors to the area. Our mix of specialist local knowledge and lifestyle content makes Local Life an effective platform for promoting your business's messages and reaching your key target audience on a regular basis throughout the year.

## OUR READER

The Local Life reader loves their local area and wants to support independent businesses wherever possible. They're interested in buying local produce and visiting local shops, bars, cafés, restaurants and venues.

They want to keep up with their local area but don't have time to endlessly scroll through social media. Concise editorial guidance is what they seek, and that's exactly what Local Life delivers. They trust Local Life to introduce them to the best things East Lothian has to offer, but keep coming back for the recognisable editorial tone, stylish design, and engaging content.

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**" LOCAL LIFE IS NOT JUST THE BEST FREE MAG IN EAST LOTHIAN, I REALLY DON'T THINK YOU SEE ANYTHING AS INTERESTING AND ON TREND ANYWHERE IN SCOTLAND. "**

## CIRCULATION

7,000 copies of Local Life are published and delivered free, through the doors of 7,000 homes and businesses in the East Lothian area, including; North Berwick, Dirleton, Gullane, Aberlady, Drem and Longniddry.

We also deliver to local businesses, including; visitor attractions, cafés, hotels, art galleries and many other local businesses and shops.

2021 issues	Copy Deadline	Distribution Date
February   March	8 January	5 February
April   May	26 February	26 March
June   July	26 April	31 May
August   September	28 June	2 August
October   November	3 September	5 October
December   January	25 October	29 November

## GET IN TOUCH

Local Life Magazines Limited  
the Lighthouse, Unit 2, Heugh Road, North Berwick EH39 5PX  
t: 07768 622378 | e: [info@yourlocallife.co.uk](mailto:info@yourlocallife.co.uk)  
[yourlocallife.co.uk](http://yourlocallife.co.uk)

## INSIDE EACH ISSUE

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### STYLE

Each issue we bring readers the latest fashion trends. Giving hints and tips for stepping out in style – whether it's for the festive party season or a summer holiday. And all our featured fashion is readily and affordably available in East Lothian.



### HEALTH & BEAUTY

We bring our readers the very latest in health and well-being trends, including regular features from our mind, body and soul columnists, yoga and lots more.

We also feature gorgeous beauty products, offers from salons and reviews of the best treatments in the area.



## INSIDE EACH ISSUE

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### HOME & GARDEN

We want to help our readers make the most of their environment, so each issue is packed full of easy inspirational interiors ideas, accessible product pages and seasonal gardening advice and tips.



### FOOD & DRINK

From bar and restaurant openings to the best places to eat and drink locally, We bring our readers the latest news on their favourite foodie destinations.

Our mouth-watering recipes are easy to prepare and where possible, ingredients can all be sourced locally.

## INSIDE EACH ISSUE

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### PEOPLE

From interviews with people our readers would want to spend time with, to articles about local, cool and contemporary people and businesses who inspire us, the common thread throughout each issue is a celebration of all that is local.



### OUT & ABOUT

From pop-ups and parties, to walks in the countryside, our readers love to embrace all that East Lothian has to offer.

Each issue we bring you what's on in the local area and feature local events, art galleries and insight into some of our local historic houses and locations.

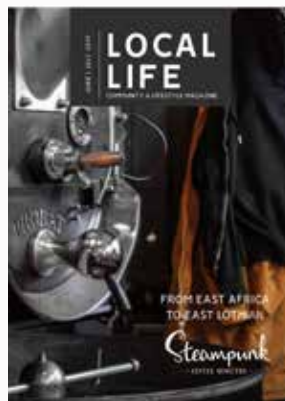
# PRINT ADVERTISING

Local Life provides a cost effective way of reaching your key target audience on a regular basis throughout the year. Our team has experience in advertising, marketing branding and design, so if you're new to advertising, we're always happy to help or advise. Display advertising is available in targeted editorial sections including food and drink, interiors, fashion, health and what's on.

## DISPLAY ADVERTISING OFFERS THE FOLLOWING BENEFITS:

- Builds brand awareness and recognition
- Drives traffic to a website
- Increases sales
- Provides a call to action
- Promotes an event or special offer
- Promotes new and/or specific products
- Can help build loyalty

**“ I’M REALLY PLEASED WITH THE ADVERTISEMENT IN THE MAGAZINE. A CUSTOMER HAVING BREAKFAST, SPOTTED THE WEEKEND BAG IN LOCAL LIFE AND CAME INTO THE SHOP TO BUY IT AS A PRESENT FOR HIS BROTHER. THE POWER OF ADVERTISING! THANK YOU ONCE AGAIN. ”**



PRINT RATE CARD	ONE ISSUE	THREE ISSUES	SIX ISSUES
Quarter Page	£80	£228 (£76/issue)	£432 (£72/issue)
Half Page	£120	£342 (£114/issue)	£648 (£108/issue)
Full page	£200	£570 (£190/issue)	£1080 (£180/issue)
Double Page Spread	£360		
Inside Front or Back Page	£220		
Back Cover	£275		
Front Cover	£330		

### CANCELLATIONS

Cancellations made 28-15 days prior to publication will incur a charge of 50% of forthcoming ad cost. Cancellations made 14 days or less prior to publication will incur 100% charge of forthcoming ad cost.

# ADVERTISING SPECIFICATIONS

## ARTWORK SUPPLIED

Bookings can be made up to the copy deadline date for each issue, but the earlier you book the more likely you are of guaranteeing the space you want! Artwork and imagery must be supplied as a PDF or high resolution JPEG with a minimum of 300dpi to ensure quality in print reproduction. Full page artwork must be submitted with a minimum 3mm bleed.

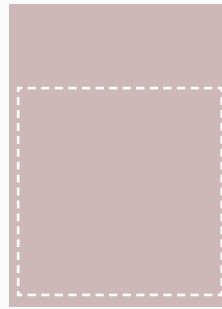
## DESIGN AND PRODUCTION SERVICE

Bookings can be made up to the copy deadline date if you do not have artwork, we can help. All you have to do is provide the copy and imagery and we'll do the rest. A proof will be provided for approval. The charge is a one-off fee and advertisements created for Local Life are for use in Local Life only and the copyright is owned by Local Life Magazines Ltd.

We will require: your company logo (resolution 300dpi, CMYK, format as above), advertisement copy, contact details and your brief for the 'look and feel' of your advertisement.

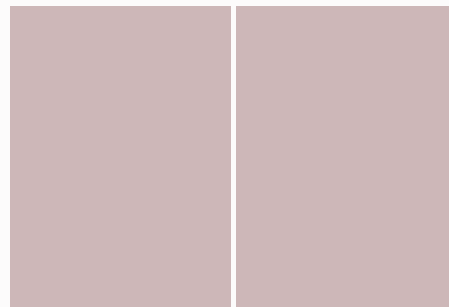
## DESIGN AND ARTWORK PRODUCTION COSTS

Quarter Page	£60
Half Page	£70
Full Page	£80



### COVER PAGE

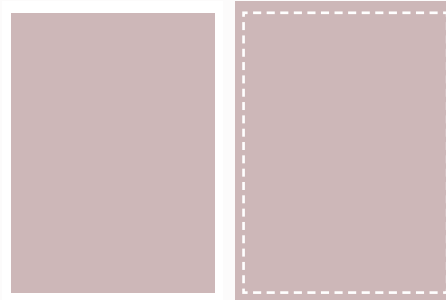
148mm wide x 210mm high  
Bleed: 3mm required.  
Type area: Leave a 50mm copy free space at top for Local Life mast head



### DOUBLE PAGE SPREAD

296mm wide x 210mm high  
Bleed: 3mm required

Type area: please leave a border of at least 5mm top and bottom, left and right outside edges



### FULL PAGE (WITH BORDER)

134mm wide x 195mm high

Type area: please leave a border of at least 5mm top and bottom, left and right outside edges

### FULL PAGE (NO BORDER)

148mm wide x 210mm high.

Bleed: 3mm required. Type area: as above



### HALF PAGE VERTICAL

64mm wide x 195mm high  
No bleed required



### HALF PAGE HORIZONTAL

134mm wide x 95mm high  
No bleed required



### QUARTER PAGE

64mm wide x 95mm high  
No bleed required



# EDITORIAL FEATURES

Perhaps you have a new product or service which needs promoting or simply a great story to tell? Using the expertise of the editorial team, Local Life can create compelling, paid for editorial written and designed in the Local Life house-style, incorporating your message, logo and images.

## SPONSORED EDITORIAL FEATURES OFFER THE FOLLOWING BENEFITS:

- Builds brand awareness and recognition
- Drives traffic to a website
- Increases sales
- Promotes an event or special offer
- Promotes new and/or specific products
- Can help build loyalty
- Increases social engagement
- Communicates more complex ideas

EDITORIAL FEATURE RATE CARD	COST
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<b>Editorial Full Page</b> Full page copy and images with contact details	£190
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<b>Editorial Double Page Spread</b> 1.5 page copy and images plus half page vertical advertisement	£350
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### CANCELLATIONS

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**TAKE ONE PAIR OF BLACK TROUSERS**

NOT ONLY ARE THEIR DESIGN, FIT AND FABRIC SUPERB, BUT THEY WORK REALLY WELL WITH A WIDE RANGE OF TOPS.

all the colours of autumn... welcome a warm collection to the wardrobe

Secret Boutique

**barker & bone**

catering for your pet's needs

NEW DOG IN TOWN

"MORE AND MORE OF US WANT TO SHOP LOCALLY AND SUPPORT THE BENEFITS OF SUPPORTING HIGH QUALITY PRODUCTS ON OUR HIGH STREET"

**WHAT IS CHALK PAINT?**

**focus on SOFAS**

EMMACROSS

" WHAT AN INTERESTING EDITORIAL FEATURE, I LOVE IT. THE BEDDING INDUSTRY IS ONE WHERE THE AVERAGE CONSUMER ISN'T WELL INFORMED ABOUT COTTON AND ALL THE JARGON THAT GOES WITH IT. THIS IS PERFECT. A MASSIVE THANKS FOR SUCH AN AMAZING PUSH FOR MY COMPANY. "



## DESIGN SERVICE

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Local Life offers an in-house design service, creating a wide range of marketing material for your business.

We understand how vital your brand is to your business and our design team can help keep your brand and print advertising fresh, creative and focused. Plus, we always take the time and effort to make sure we understand your market and your business and ensure any design we provide for marketing material or any other communications is stylish, creative, effective and always true to your brand.

**OUR PRIMARY FOCUS IS ON PRINTED MATERIAL AND WE OFFER THE FOLLOWING:**

press advertising  
logo design  
stationery  
promotional material – flyers, leaflets, brochures,  
newsletters and posters

We have worked hard to build good relationships with local printers and will strive to find you the best quote at the highest of quality.

## INSERT SERVICE

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Provide your own insert or we can help design and print an insert for distribution with Local Life Magazine.

Costs from £85 plus VAT per 1,000.

**“ I HAVE TO SAY THAT DESIGNING OUR PROMOTIONAL MATERIAL WITH YOU IS A PLEASURE. IT’S EASY AND THE END RESULT IS ALWAYS CREATIVE. ”**

