

LOCAL

# Lifestyle



*Putting local at the heart of the community*



E-mail us at  
[advertising@locallifestyle.co.uk](mailto:advertising@locallifestyle.co.uk)

Tunbridge Wells 01892 677741  
[www.locallifestyle.co.uk](http://www.locallifestyle.co.uk)

LOCAL

# Lifestyle

MARKETING

Pop it

# through the letterbox

ITS EASY FOR YOUR  
MARKETING TO GET LOST!

**THERE ARE**

Over 1 billion Websites

1000's of social media posts

100's of marketing emails

Dozens of local radio  
stations

An endless supply of TV  
channels which remain out

of reach financially to all but  
a few businesses

But

There is only one letterbox!

Advertising in Local  
Lifestyle magazine will  
get you straight into the  
homes of local people –  
your potential customers,  
and with print being the  
most trusted source of  
information appearing

in Local Lifestyle will add  
weight to your other  
marketing channels.

Feedback tells us that  
people read the magazine  
and refer back to it  
throughout the month.

DON'T GET LOST  
AMONGST THE NOISE  
AND DISTRACTIONS,  
GET FOUND IN LOCAL  
LIFESTYLE.

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MARKETING

Local Lifestyle was first launched in Tunbridge Wells in September 2020 , just when we believed we were emerging from the first lockdown - little did we know!

We launched Local Lifestyle, because we believe every community deserves a magazine that promotes and believes in local.

Local traders, local shops, local restaurants are the heartbeat of any successful and thriving community.

Yet in todays digital world those local traders have to work harder than ever before to constantly remind people the benefits of shopping local.

Too often the cost of marketing these benefits is prohibitive to many.

When we launched Local Lifestyle we wanted to provide an affordable and quality magazine, and from feedback from our advertisers we have succeeded.

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But

There is only one letterbox! Advertising in Local Lifestyle magazine will get you straight into the homes of local people – your potential customers, and with print being the most trusted source of information appearing

in Local Lifestyle will add weight to your other marketing channels.

Feedback tells us that people read the magazine and refer back to it throughout the month.

**DON'T GET LOST AMONGST THE NOISE AND DISTRACTIONS, GET FOUND IN LOCAL LIFESTYLE.**

LOCAL

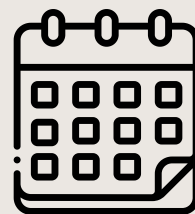
# Lifestyle



7,000 homes delivered  
door to door  
Plus  
Pick up points across  
Tunbridge Wells including  
Sainsburys and Tesco



Local - information  
and advertisers  
relevant to those in  
Tunbridge Wells and  
the surrounding  
areas



Published Every  
other month

## BUSINESS EDITORIAL FEATURES

Let everyone know more about your business and the products or services you offer to the local community. Perhaps there is an interesting story behind your business or you're launching something new. Editorial features provide a great way to get your message across and work even better alongside static advertising to make the readers remember your business. Only a limited number are included in each issue so please book in advance.

## WHY ADVERTISE IN LOCAL LIFESTYLE MAGAZINE?

If you want to win new customers in your local area, this is the place to advertise. The magazine is delivered direct to 7,000 letterboxes, across Tunbridge Wells and surrounding area.

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Advert Sizes

Local Lifestyle Magazine is committed to ensuring you make the most from your advertisement so please read the following information for guidance.

## SUPPLYING FINISHED ARTWORK

Finished Artwork should be supplied as High Resolution PDF's (300dpi) with type outlined. Please include fonts and any support files if applicable. Make sure to avoid type running in the gutter for double page spread ads (please do not put text closer than 10mm to the edge).

## SUPPLYING MATERIALS FOR US TO DESIGN YOUR ADVERT

Please supply all images at 300dpi. Low resolution images will not be accepted. Your logos should be provided as Illustrator EPS (preferred) or as a high resolution JPGs or TIFFs.

When supplying images/logos, do not embed them into a Word or Powerpoint document.

All artwork should be supplied to:  
**[kirstyf@spacemarketing.co.uk](mailto:kirstyf@spacemarketing.co.uk)**

## ADVERTISING SPEC

### DOUBLE PAGE AD

296mm wide x 210mm high

Include 3mm bleed each side plus crop marks. Please do not put text closer than 10mm to the edge.

### FULL PAGE AD

148mm wide x 210mm high. Include 3mm bleed each side plus crop marks. Please do not put text closer than 10mm to the edge.

### HALF PAGE ADVERT

*(Horizontal)*

130mm wide x 90mm high

*(Vertical)*

64mm wide x 190mm high  
No crop marks or bleed on either horizontal or vertical please.

### QUARTER PAGE AD

64mm wide x 90mm high  
No crop marks or bleed.

### EIGHTH PAGE AD

64mm wide x 43mm high  
No crop marks or bleed.

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Rate Card —

	One insertion	Six insertions	Till Cancelled	
Full page	295	235	195	
Half page	175	125	100	
Quarter page	95	75	65	
Eighth page	65	55	45	

All prices are subject to VAT and are per issue.

Till cancelled rates are applicable to any advertiser signing up to pay via Direct Debit (Go Cardless is our payment partner)  
The advertisement will continue every issue until you tell us to stop. Artwork can be changed at anytime

#### Prime Positions

Front Cover Advertisement	£300+ VAT
Outside Back Cover	£500 + VAT
Inside Back Cover	£250 + VAT
Inside Front Cover	£300 + VAT



"Stopping advertising to save money is like stopping  
your watch to save time"

Henry Ford.

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