



## The way we work: Life In...Magazines

### Advertising information for community groups, charities and small businesses

Thank you for your interest in our magazines. As a community magazine publisher, we provide trusted content that is enjoyed by thousands of local readers. And we want to keep it that way. That's why **only half of each magazine is reserved for advertising.**

However, this limits our advertising revenue, which we need to cover our costs for creating, printing and distributing the magazines, at a time when costs are on the rise. This means it is difficult for us to offer much free advertising/promotion or heavily discounted rates.

We do still like to help where we can, especially charities, community groups and smaller businesses. So, we offer a range of advertising options to suit all budgets.

### Advertising deals

#### Bulk buying discounts

All advertising is eligible for bulk buy discounts:

Advertising period	Discount rate
1 month	0%
3 months	10%
6 months	15%
12 months	20%

A **further 10% discount** is offered if you advertise in both the Bromley and Orpington magazines.

#### Charity rate

For charities and non-profits, we offer **15% off** our discounted advertising rates, as well as:

- ✓ A one-off FREE slot on our Noticeboard
- ✓ 15% discount for further Noticeboard features\*
- ✓ Where possible, a FREE feature in our Spotlight column
- ✓ 15% discount for What's On (event) listings\*

*\*As examples, a Noticeboard feature costs £45 a month, which reduces to £38.25 with the 15% discount. A What's On listing costs £15 a month, reduced to £12.75 with the discount.*

#### Affordable Classified ads

These are ideal for micro businesses or those with a 'side hustle'. A one-off listing costs £15 a month and for bookings of 6 months or longer, the price reduces to £10 a month.

## Benefits of advertising with us

- ✓ Our magazines are **trusted by local residents**. For over 3 years, we have been delivering informative local news that people trust, along with insightful articles that offer ideas and inspiration.
- ✓ This **trust is extended to our advertisers**. Over 75% of our advertisers continue to advertise on an ongoing basis. Advertisers know that aligning themselves with a trusted local community magazine works for them.
- ✓ Our **advertisers are seen!** Because only half of each magazine is taken up with advertising, the adverts are not lost among a sea of others. They are evenly spaced and, where relevant, placed near features or articles that relate to their industry. For example, an advert for a gardener would be placed adjacent to the Home & Garden feature.
- ✓ 7,000 print run per magazine every month (14,000 magazines circulated), with an estimated readership of **17,800 per magazine** including digital readers.

## About Life in...Magazines

We publish two popular monthly community magazines – *Life In...Orpington* and *Life In...Bromley*. These are printed and distributed in both areas - to households and via pick-up points. We also have a digital version, sent by email every month to residents.

The magazines are insightful, entertaining, informative and inspiring. In fact, half of each magazine is dedicated to unique features – anything from Life Hacks and Parenting to Technology and Business – and so much more. [You can read a selection of previous issues here.](#)

## Book your advertising

As you can see, we are keen to help small businesses, charities and non-profits make the most of their budgets. One size doesn't fit all, so we will cater, as much as possible, to your requests.

To book your advertising, please email us at [sales@lifeinmagazines.co.uk](mailto:sales@lifeinmagazines.co.uk) stating:

- The name of the magazine you want to advertise in (Bromley or Orpington) - or both for the additional 10% discount
- The duration you'd like your advert to run for (minimum 1 month)
- Which section you'd like your ad to run in (main adverts, Classifieds, Noticeboard or What's On)
- Whether you will be supplying your own artwork. If you don't have artwork, our design team can put this together for you for a small fee.

If you have any further questions, please feel free to call us on 020 3488 9959 or email [hello@lifeinmagazines.co.uk](mailto:hello@lifeinmagazines.co.uk)