

# MEDIA AND ADVERTISING GUIDE

# WALSALL LIFE

YOUR LOCAL LIFESTYLE MAGAZINE



CONNECTING LOCAL BUSINESSES WITH THE LOCAL PEOPLE

**Hand delivered directly to selected homes in surrounding areas**

Walsall, Aldridge, Wallington Heath, Turnberry, Pelsall, Clayhanger, Daisy Bank, Essington



# WALSALL LIFE

YOUR LOCAL LIFESTYLE MAGAZINE

YOUR BRAND IN FRONT  
OF THE RIGHT PEOPLE

Walsall Life Magazine is a local lifestyle publication in a unique bespoke-sized format (280mm x 195mm), designed to deliver greater visibility through a clean, uncluttered layout that stands apart from smaller directory-style magazines.

Each edition features elegant, aspirational content celebrating the very best of Walsall and the surrounding counties, covering art, food, fashion, interiors, travel, property, health, beauty, business, and local social events.

Alongside celebrity interviews and engaging editorial features, Walsall Life offers a strong business section with contributions from the local business community. With high-quality design, carefully curated content, and stunning visuals, the magazine appeals to a discerning ABC1 audience who value quality, luxury, and supporting local businesses.

The magazine is hand-delivered to carefully selected ABC1 households and distributed through media partners, as well as premium locations including car dealerships, hotels, restaurants, and estate agents ensuring maximum visibility and engagement with an affluent regional audience.

**10,000 COPIES HAND-DELIVERED**  
**Approximately 33,000 - READERSHIP**



## MAGAZINE READER PROFILE



FEMALE - 52%  
MALE - 48%



24 - 35 - 16%  
36 - 60 - 32%  
ABOVE 60 - 23%



DEMOGRAPHICS  
ABC1 HOME OWNERS



81% of readers have  
visited a place after reading  
about it in a magazine.



74% have tried a  
restaurant/pub as of  
reviews in a magazine

## AUDIENCE

- Have a higher than average disposable income
- Own two cars per household
- Take at least two holidays a year
- Are married with children and lead active family lives
- Care about the environment
- Dine out at least once a week
- Keep an average of two pets
- Invest in professional home improvements
- Enjoy gardening and outdoor living
- Buy local produce to support local businesses

Data source: WalsallCouncil/Walsall Insight/ONS/rhuncovered/dialogue

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## ADVERT DIMENSIONS

FORMAT	ADVERT SIZE (MM)	BLEED SIZE (MM)	TEXT SAFE AREA (MM)	
Double Page	390 x 280	396 x 286 (3mm bleed)	372 x 262	BLEED: Please allow a 3mm bleed on all full page and double-page adverts.
Full Page	195 x 280	201 x 286 (3mm bleed)	177 x 262	
Full Page	177 x 262	N/A	177 x 262	FILE FORMAT: High-resolution PDF (300dpi, CMYK) with crop marks and embedded fonts.
Half Page Horizontal	177 x 128	N/A	177 x 128	
Half Page Vertical	86 x 262	N/A	86 x 262	
Quarter Page	86 x 128	N/A	86 x 128	



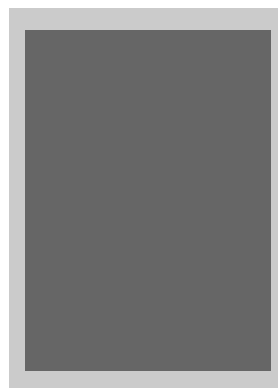
FULL PAGE (BLEED)



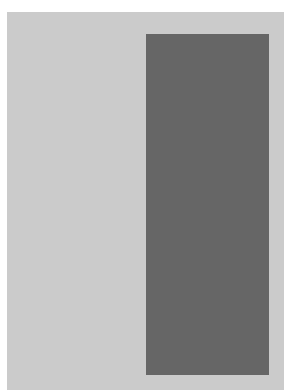
DOUBLE PAGE (BLEED)



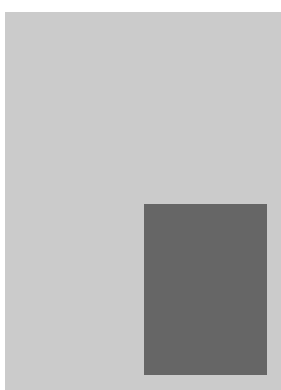
FULL PAGE



HALF PAGE  
HORIZONTAL



HALF PAGE  
VERTICAL



QUARTER PAGE

### COMPLETE ADVERTS:

Adverts must be submitted in an acceptable file format: PDF, EPS, TIF, JPG or PSD at 300 dpi and colours in CMYK.

*We cannot accept adverts created in Microsoft Word or Publisher.*

### SPECIFICATION

Finished Size: 195mm (h) x 280mm (w).

Material: Gloss Coated.

Cover: Gloss Laminate (outer covers).

Finish: Perfect bound and trimmed flush to size.

### DESIGN SERVICES

We can provide a complete design service for you:

1/4 page: from £25 (excl. VAT)

1/2 page: from £30 (excl. VAT)

Full page: from £35 (excl. VAT)

Double page: from £45 (excl. VAT)

Amendments to adverts: from £10 (excl. VAT)

Lifestyle community magazines are thriving. Serving as a positive voice for communities and a marketing tool for local businesses, print magazines offer benefits that digital can't fully replicate. Readers are 77% more likely to remember businesses seen in print compared to online.



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## ADVERTISING RATES

### POSITION

Outside Back Cover  
Inside Front Cover  
Inside Back Cover  
Double Page Spread  
Full Page  
Half Page  
Quarter Page

### AVAILABILITY

1 slot available  
1 slot available  
1 slot available  
4 slots available  
Limited availability  
Available  
Available

### PLACEMENT

Premium Position  
Prime Position  
Prime Position  
Centre Spread  
Various Sections  
Mid & End Sections  
General Placement

### RUN OF MAGAZINE

Length of Booking	Full Page	1/2 Page	¼ Page
1 Issue (2 months)	£649	£399	£249
2 Issues (4 months)	£599	£349	£199
3 Issues (6 months)	£549	£299	£169
6 Issues (12 months)	£499	£249	£149

### PREMIUM POSITIONS – FULL PAGE

Length of Booking	Back Page	Inside Front Inside Back	Pages 5, 7, 9, 11
1 Issue (2 months)	£799	£749	£699
2 Issues (4 months)	£749	£699	£649
3 Issues (6 months)	£699	£649	£599
6 Issues (12 months)	£649	£599	£549

DOUBLE PAGE – Price on request  
All prices are excluding VAT.

Full payment for adverts must be received before print deadline to ensure inclusion in the next publication unless agreed terms. Payment via BACS, direct debit or by card.

### WE OFFER ADVERTISERS

#### COMPETITIVE RATES

Cost effective pricing makes it affordable for all business sectors.

#### ONE-TO-ONE CONSULTATIONS

Our experienced team will be pleased to visit you and present a tailored advertising campaign to suit the needs of your business.

#### ADVERTORIAL FEATURES

Our talented feature writers and creative designers will combine to deliver an eye-catching advertising feature for your business.

#### TARGETED LOCAL DELIVERY

Our hand-picked distribution team deliver 10,000 copies of Walsall Life to targeted homes in Walsall and surrounding areas.

#### HIGH QUALITY

A4 style magazines with a long shelf-life



[www.ourlifemagazines.co.uk](http://www.ourlifemagazines.co.uk)

For more details and to reserve your advertising space please contact:  
Telephone: 01902 917999 • Email: [info@sixthreemedia.co.uk](mailto:info@sixthreemedia.co.uk)  
[www.sixthreemedia.co.uk](http://www.sixthreemedia.co.uk)

