

Living Magazines *Cardiff*

media kit



North Cardiff's finest home-grown magazines

Recognised by The Guardian as '...a vital source of news in the community', *Living Magazines Cardiff* have become a much-loved part of the North Cardiff way of life since 2007.

Edited by an award-winning writer, *Living Magazines Cardiff* also plays a crucial role in the marketing of businesses and organisations in and around the Cardiff area. We've helped over 500 businesses and organisations reach hundreds of thousands of potential customers.

WHAT OUR ADVERTISERS SAY:

"Not a week goes by without someone saying that they have seen our advert in the magazines. We are pleased to be associated with such professional magazines and we can honestly say that it's far better to be in the magazines than not!"

Paul Ballard, Serenade, (South Wales Echo's Winner of 'They're the Business' Award 2010), Rhiwbina

"We decided to advertise in both editions of your publications and were very pleased with the response it generated in terms of attracting new customer enquiries. Your magazine is

eagerly anticipated by its readers and most importantly read unlike other free publications."

Matt Trevett, Absolute Care (Wales) Limited, Cardiff

"My advert generated a terrific amount of new trade through the door. It's now very difficult to get a table in my restaurant on a Sunday afternoon! I am looking forward to a bumper Christmas now!"

Paul Beales, The Butchers Arms, Rhiwbina

"Your operation is run very professionally, yet you still

seem to find the time to give the customer the friendly and committed service they require - a rare commodity these days!"

Alan Gadsby, Anglo Celtic Stone Ltd, Cardiff

"An ideal way to reach people in the north of Cardiff."

Carole, The Cottage, Whitchurch, Cardiff

"Since placing my adverts, I have gained many new customers from Whitchurch and Rhiwbina. I would recommend all businesses to advertise with the magazine for a relatively low cost and as a way to increase business."

David Jones, DAJ Handyman, Cardiff

rate card

| | Business Card | Quarter Page | Half Page | Full Page |
|------------------|---------------|--------------|-----------|-----------|
| Rhiwbina Living | £52.50 | £95 | £185 | £365 |
| Whit/Llan Living | £49 | £99 | £199 | £399 |

DISCOUNTS

A **15%** discount applies for yearly bookings on all titles. No VAT on these rates. We don't claim to be the cheapest but we guarantee value for money – a quality magazine that's effectively distributed and promoted. All adverts **MUST** be prepaid before booking deadline. We currently accept cash, cheque and BACS transfer.

FREEBIES

As the advertising market steps away from national and regional publications, the focus now is very much on 'hyperlocality' - that is, targeted, precision marketing in a specific geographical area. Why tout for business miles away when business can be found locally and economically?

We offer the following for **FREE** as standard:

- **FREE** advert design
- **FREE** QR codes, so that owners of I-phones and smart phones can scan your advert and be taken directly to your website on their phone!
- **FREE** distribution on your behalf (no more time-consuming leaflet drops- we do the all hard work of delivering for you to guarantee delivery!)
- **FREE** editorial with the magazine for pre-paid yearly subscribers
- **FREE** unlimited editorial on this website for ALL advertisers
- Magazine uploaded to the web - **FREE** to read for all!

DISTRIBUTION

Rhiwbina Living

4,400 copies are personally hand-delivered door to door throughout Rhiwbina **four** times a year. We know that every house and business gets a copy because we do **ALL** the deliveries ourselves. You know what they say - if you want a job done properly, do it yourself. You won't find bundles of these dumped in a local stream!

Whitchurch and Llandaff Living

6,000 copies are personally distributed by us throughout Whitchurch, Llandaff and Llandaff North **five** times a year. We have custom-made stands at Tesco Extra (Western Avenue), Tesco Express (Park Road), Co-op (Merthyr Road) and the Spar in Llandaff. These are constantly stocked until all 6,000 free copies have been taken by eager readers. And boy do they go!

To book your advert, call 07772 081775 or email us at editor@livingmags.co.uk

