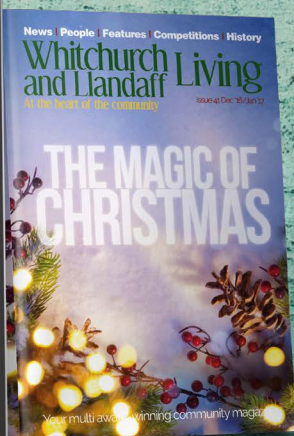


## Community Business of the Year 2017

# Media Pack

# Living Magazines Cardiff

At the heart of the community







# About Living Magazines



The aim of Living Magazines is to bring together the community and celebrate our villages, our history and our people - and to promote local trade

**Living Magazines** are North Cardiff's premier community magazines. Winner of Community Business of the Year 2017 at the Cardiff Business Awards, we've been recognised by the Guardian as 'a vital source for news in the community'; the two publications have become synonymous with their areas.

November 2007 saw the official launch of *Rhiwbina Living* magazine. The publication quickly became the official community magazine for the area, packed with all the latest news, stories and interesting features from the locality. Due to demand, December 2008 saw the launch of a sister publication – *Whitchurch and Llandaff Living*.

The aim of Living Magazines is to bring together the community and celebrate our villages, our history and our people. We are based in the area – we are not part of any national franchise or a media chain that pretends

to be local. We are therefore able to work hard to bring you a magazine that is readable, relevant and real. We are currently celebrating our 10th year of publication!

**6,000 copies of Rhiwbina Living** are personally delivered door-to-door throughout Rhiwbina by us four times a year. (We walk over 250 miles each issue to ensure everyone gets a copy!)

**6,000 copies of Whitchurch and Llandaff Living** are distributed to shops and businesses throughout Whitchurch, Llandaff and Llandaff North five times a year (including our custom-made stands in Tesco Express, Co-op and Spar).



# Awards



We are very proud to have picked up several prestigious awards in the last 10 years



We were delighted to be finalists at this year's Wales Media Awards. But we were even more pleased to have been named Community Business of the Year at this year's Cardiff Business Awards, which were held in June.

*and the careful handling of contributed editorial.*

Our magazines have also been requested to feature at the leading source of Welsh literature.

In October 2014, we also scooped two prestigious awards at the UK Independent Publisher Awards held at the Heart of England Conference Centre.



*Our magazines have been selected to feature at the National Library of Wales Aberystwyth, being deemed of 'historic and culturally important to Wales'*

Judged by industry experts, we picked up the Best Website Award and the Best Editorial Award from hundreds of entries. The judges said about our editorial content:

We have also been featured by The Guardian, who said:



*A fantastic breadth and depth of editorial, business, historical and celebrity. We love the involvement of readers in creating content,*



*...residents in the north of Cardiff took matters into their own hands and now their locally produced magazines have become a vital source for news in the community.*

# What our advertisers say

**Around 75% of our advertisers are repeat advertisers, showing that our magazines are an effective platform to sell your services or products**

Advertising in *Rhiwbina Living* has given us some really positive results.

It's always difficult to determine the exact result of any piece of advertising but the large number of customers that have mentioned our advert and featured products has been more than noticeable. I wouldn't hesitate to recommend them and in fact I am looking to advertise in some of their other publications!

**Tracy Bell, Flower Lodge  
Rhiwbina**

We've had superb service from the Living Magazines team - they go above and beyond to support and promote their advertisers. I couldn't recommend these magazines more highly and we've had a fantastic response!

**Kip McGrath Tuition  
Whitchurch**

We are a local business and advertising in Living Magazines on a regular basis has really raised awareness of what we do within the local community. Wherever we've been, whether

it's out visiting customers, or even visiting a local coffee shop, we see people reading your magazines.

**Cardiff Windows  
Heath**

We are happy that we feature in such a quality magazine. Having *Rhiwbina Living* personally hand-delivered is an advantage and the magazines have definitely made people aware of our presence. It's doing all the right things!

**E Tyres  
Cardiff**

The consistent growth of my business over the last 7 or 8 years can be attributed directly to your magazines. Over the years, I have tried other publications but have found them inferior. Your magazines are the perfect vehicles to help raise the profile of our business. More than any other magazines in Cardiff, yours are the most readable.

**Cardiff Bed Centre  
Whitchurch**



# What we can do for you

The magazine is full A4 size. We therefore have four advert sizes:

- **Business Card** £59
- **Quarter Page** £110
- **Half Page** £225
- **Full Page** £425

Rates are per issue. VAT will added to the above rates.

## We continually promote you to our **25,000+** social media followers- for FREE!

In addition to our magazines, we actively and regularly promote your business to tens of thousands more people across our social media platforms. We have over 25,000 followers across our social media platforms. Not only that, but we give you a year's premium listing for free at our [online business directory](#).

Here's what you also get: [Clickable!](#)

**Free** advert design.

**Free** premium listing on our online business directory.

**Unlimited** editorial on our popular website.

**Automatic retweets** from your Twitter account to our followers.

**15% discount** if you book for (or end up booking for) a year (you can even vary the size of your advert throughout the year).

**Guaranteed distribution.** We do **ALL** the distribution ourselves, guaranteeing that every copy we print gets into readers' hands.

**A trusted, local brand.** We have been promoting local businesses for 10 years. We are not out to make a quick buck - we have succeeded by putting our advertisers first.

**Award-winning content** with a carefully planned layout so that your advert gets the recognition it deserves - this makes us different to a lot of other magazines.





# 10 reasons to advertise

**1. Multi award-winning publications** Finalists at the 2017 Wales Media Awards, we were also named Community Business of the Year 2017 at the Cardiff Business Awards. We also scooped both Best Website and Best Editorial awards at the UK Magazines Publishing Awards in Coventry in 2014.

**2. We have helped promote over 1,500 businesses and organisations since 2007** Our magazines were specifically created to provide a neighbourly and cost-effective platform for local trade. Our testimonials prove that advertising with *Living Magazines* can have a positive effect on your business balance sheets.

**3. We take pride about our distribution** We personally deliver *Rhiwbina Living*, door-to-door, to 6,000 homes in Rhiwbina each issue. We also make sure that

6,000 copies per issue of *Whitchurch and Llandaff Living* get everywhere in Whitchurch, Llandaff and Llandaff North five times a year!

**4. 15% discount for yearly bookings -** feedback suggests that repeated advertising is far more effective for generating a return. We offer a generous 15% yearly discount and for ultimate flexibility, you can alter the size of your advert throughout the year.

**5. Our content is reader-led** We don't pump our pages with Sudoku puzzles. We write about the people, the places and the stories that North Cardiff people know and care about.

**6. Lots of freebies** We provide all of our advertisers with a free online listing on our online business directory. We also add our advertorials to our award-winning website

and promote through social media.

**7. Our magazines have been lauded by The Guardian** and even the National Library of Wales Aberystwyth has requested copies, deeming them 'of significant cultural importance'.

**8. We place you in front of our 25k+ social media followers** Want to get your news story, offer, or details of your latest products/services to thousands of our followers in an instant? They're all there waiting to hear from you. All for free.

**9. Over 50% of our advertisers have been advertising with us since 2007** Repeat business is always a good sign that we're doing it right.

**10. Our magazines are full A4, full-colour and printed on 115gsm paper** It's a proper, grown-up read.

# Living Magazines Cardiff

At the heart of the community

## 2017 Dates

### Rhiwbina Living Issue 40 (Autumn)

Booking deadline 23rd September |

Published 9th October

### Whitchurch and Llandaff Living Issue 45

Booking deadline 23rd September |

Published 10th October

### Rhiwbina Living Issue 41 (Winter)

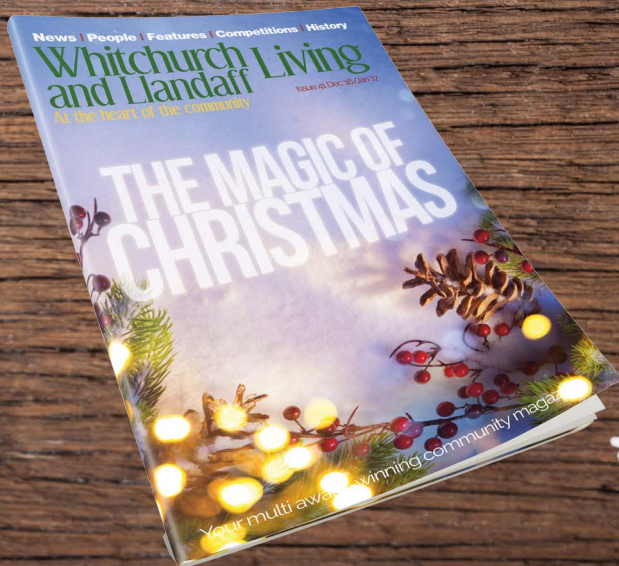
Booking deadline 14th November |

Published 28th November

### Whitchurch and Llandaff Living Issue 46

Booking deadline 21st November |

Published 4th December







# Book Now

“

The aim of Living Magazines is to bring together the community and celebrate our villages, our history and our people - and to promote local business.

## Contact:

Patric Morgan

07772 081775

[editor@livingmags.co.uk](mailto:editor@livingmags.co.uk)

Click here...

Dr Danielle Dummett

07974 022920

[danielle@livingmags.co.uk](mailto:danielle@livingmags.co.uk)

...here...

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

...or here!