

# Village People RATES

96% of advertisers consider Village People's advertising rates to be good value for money

To feature in  
**ONE**  
magazine

Flexible  
monthly  
budgeting



Size	1 issue (per issue)	3 issues (per issue)	6 issues (per issue)
EIGHTH	n/a	£40	£38
SQUARE	£52	£46	£44
QUARTER	£96	£86	£80
BANNER	£106	£94	£90
HALF PAGE	£140	£126	£118
FULL PAGE	£234	£210	£198

To feature in  
**BOTH**  
magazines

Book  
3 ISSUES  
or more  
to Save £££



Size	1 issue (per issue)	3 issues (per issue)	6 issues (per issue)
EIGHTH	n/a	£72	£66
SQUARE	£104	£84	£78
QUARTER	£192	£154	£144
BANNER	£212	£170	£160
HALF PAGE	£280	£224	£210
FULL PAGE	£468	£374	£352

All prices are subject to VAT at the current rate. One issue covers a two-month period. Payment can also be made by monthly standing order.

**ad sizes**

EIGHTH	62mm (w) x 45mm (h)
SQUARE	62mm (w) x 62mm (h)
QUARTER	62mm (w) x 93mm (h)
BANNER	130mm (w) x 62mm (h)
HALF PAGE	130mm (w) x 93mm (h)
FULL PAGE	130mm (w) x 190mm (h)

Take  
advantage of our  
**professional  
advert design  
service**  
from only £25

**Premium  
pages**

Inside Front Cover  
Double Centre Fold  
Inside Back Cover  
Back Cover

Contact Lily for specific  
prices and availability

Contact Lily Goulder on  
**0330 660 0325**

editor@village-people.info • www.village-people.info

# Village People



Village People publish thriving, independent lifestyle magazines currently serving over 140 villages in South Norfolk and North Suffolk.

In partnership with Royal Mail you can trust us to deliver details of your business to 28,500 families and businesses every two months, however rural they may be.

This community covers almost 700 square miles and is home to three main groups of residents: wealthy executives, affluent greys and mature homeowners.

As well as advertising local businesses like yours every one of our magazines is brimming with editorial, which means they are read cover to cover.

We include seasonal articles, book, film and theatre reviews, local pub reviews, community information, competitions, business profiles, news and much more.

According to our recent reader's survey an overwhelming 92% of readers regularly refer to the magazine and 89% of our readers keep hold of each issue for several weeks for constant reference purposes. Your advert simply lasts longer.

Valued by readers and advertisers alike for being the perfect source of information about local businesses like yours, our bi-monthly magazines are high-quality, glossy and printed on renewably sourced paper.

**28,500**  
copies delivered  
by Royal Mail

**Encouraging locality!**

**Our Publications**  
at a glance

**Village People  
South Norfolk**

Circulation: **14,000**  
Readership: **35,000**

Postcodes Covered:  
**NR15, NR16, NR17, NR18**

**Village People  
Norfolk/Suffolk  
Border**

Circulation: **14,500**  
Readership: **36,500**

Postcodes Covered:  
**IP21, IP22, IP23**



**By choosing Village People for your  
advertising needs you'll benefit from:**

- ✓ Great value for money
- ✓ Our no-nonsense, honest service
- ✓ Our dedication to working harder than anyone else to help your advert achieve results

For examples of how we have helped businesses like yours boost sales in the local area please take a look at the impressive testimonials over the page...

# Why not compare us?

“As a start up company since April 2010, I have found that Village People magazine has been the most widespread advertising available, also at reasonable costs.”

“I have had more leads from your well-set-out magazine than from any other form of advert and I have been in business now for over 20 years.”

“Just one full page ad in Village People has generated 19 enquiries for my business. Better than any other form of advertising I have tried.”

(All testimonials are genuine and unedited)

## 28,500 family homes

### We independently surveyed our current advertisers and this is what we found:

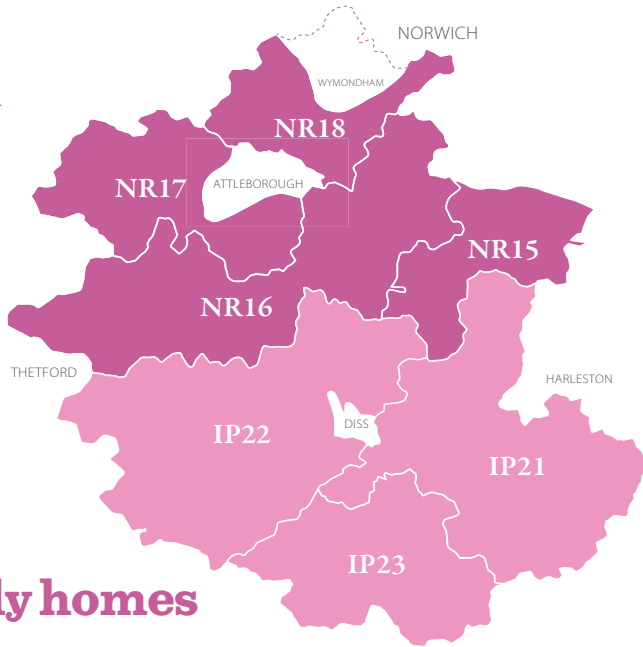
**100%** of respondents agree that Village People is a professional and knowledgeable company to trust with their advertising needs.

**96%** consider Village People's advertising rates to be good value for money.

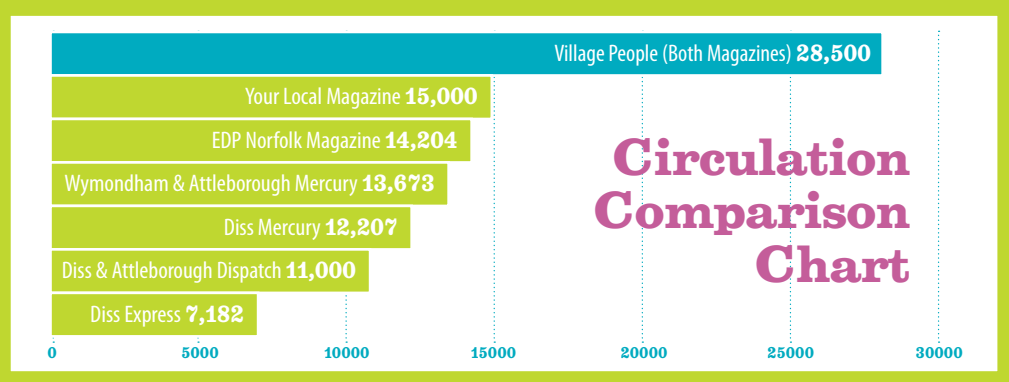
**98%** of customers who took advantage of our advert design service considered the process to be "stress free and efficient".

**77%** of respondents confirm that Village People regularly generates new enquiries for their businesses, and the remaining **23%**, who in fact answered "don't know", positioned brand awareness advertisements in the magazine.

- South Norfolk edition
- Norfolk / Suffolk border edition



## Circulation Comparison Chart



## Who reads Village People?

### What is the age bracket of Village People's readers?

Under 25	1%
Between 25 and 40	24%
Between 40 and 55	34%
Over 55	41%

*(Our readers are your future customers, so let's make them count!)*

## What our readers say...

### How useful to you & your family is Village People magazine?

Extremely	22%
Very	75%
Not at all	3%



**92% of our readers** regularly refer to Village People

“It's a magazine that stays in our house much longer than any other.”

“People we speak to keep the magazine and use it as a source of reference.”

“Congratulations on an excellent magazine. It is so informative and interesting. We have already used two of the advertisers with very satisfactory results.”

## What they like about us...

“I really like the reviews of local services and the ads for local trades people. It is the first place I look now when I need someone as I have been so pleased with the quality of the service I have received from your advertisers.”

“The vast range of features – there's something for everyone. Plus the fact that I can source local businesses instead of going through the Yellow Pages.”

“Village People keeps us updated on a lot of local information and activities from walks to local pubs to local trades men and is always an excellent and entertaining read for all of the family.”