

Delivered to over 64,000 homes in Norfolk and Suffolk

VillagePeople

THE AWARD WINNING LOCAL LIFESTYLE MAGAZINE

Media Pack

**DELIVERED
BY ROYAL
MAIL**

**FOUR REGIONAL
EDITIONS TO PROMOTE
YOUR BUSINESS**

**WINNER
of five National
Publishing Awards**

**DELIVERED TO MORE HOMES
IN NORFOLK AND SUFFOLK
THAN ANY OTHER MAGAZINE**

Welcome to Village People... ...get noticed and grow your business

Six reasons why Village People magazines are the best choice for advertisers:

- Village People magazines are delivered by Royal Mail to 64,000 village homes in Norfolk and Suffolk – that's more than any other magazine in the area – and have a total readership of over 160,000.
- Our thriving, award-winning magazines are the most affordable way to advertise your business, increase your customers and get the best return on your investment.
- We have four magazines, each one covering a different rural area in Norfolk and Suffolk, and we publish six issues per year on a bi-monthly basis. This means you can choose the area you want to reach the widest target audience. Each issue is also available to read online.
- Other magazines just target towns and cities. We know that Norfolk is more than 95% rural, so there is huge potential to find new customers in the 250 villages and surrounding areas we reach.
- Village People is a top-quality read, packed full of interesting lifestyle articles, competitions, recipes, things to do and see and much more. We know our magazines are highly valued, read again and again and kept within easy reach by the bed or on the coffee table – so your advert has a much longer shelf life.
- Our small, friendly team has over 14 years' experience of generating sales for our advertisers – so we know it works and we are here to help you succeed! We are local, independent and offer a non-sense, honest service.

Norfolk is more than **95% rural** so don't miss out on new customers by only targeting urban areas!

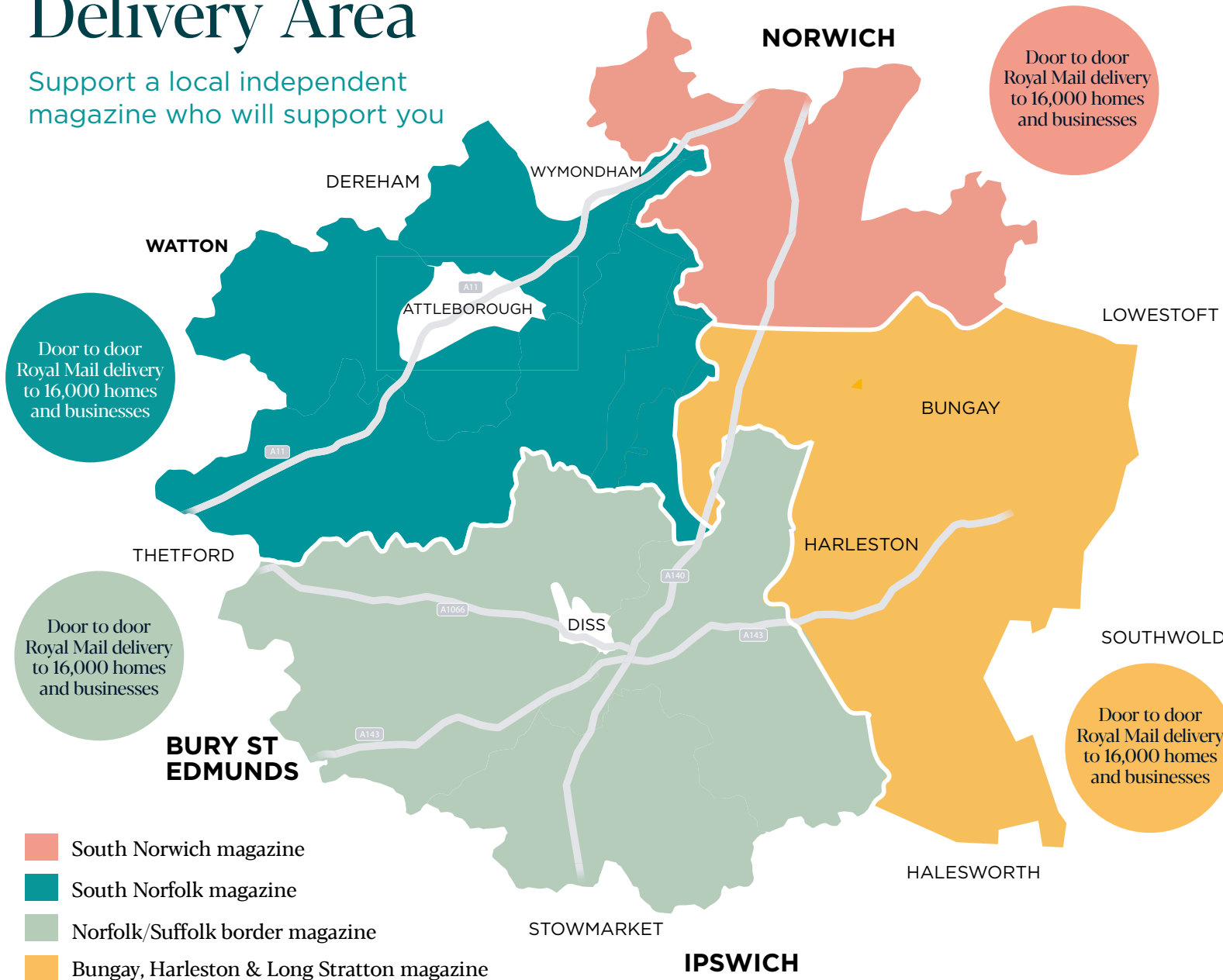
Format: **Glossy A5**
Printed **Copies: 64,000**
Audience: **ABC1**
Readership: **160,000**
Editions: **Four**
Frequency: **Bi-monthly**
Distribution: **Royal Mail**
Online Readership: **32,000+**
Social Media followers: **5,000+**

Village People
Magazines,
Local Businesses,
Local People –
We Love Norfolk
And Suffolk



Delivery Area

Support a local independent magazine who will support you



- 4 magazines covering four areas of Norfolk and Suffolk
- Choose to promote your business in all four or any combination of areas
- Speak to our local friendly team who will advise which areas suit your business on 01284 788623

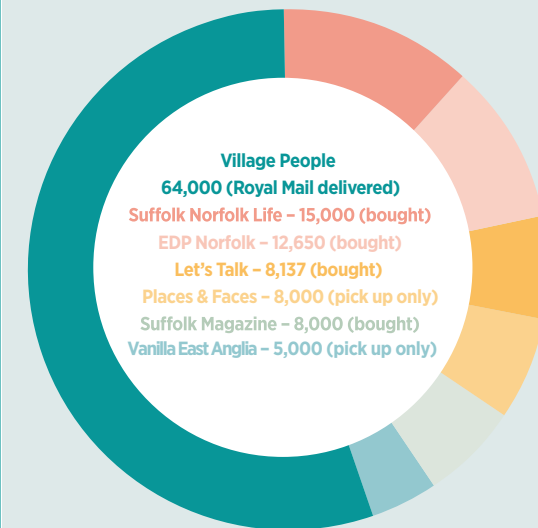
Visit www.village-people.info for a full list of all the villages and postcodes we cover



“In a world of digital technology we know that traditional print advertising is often more effective at driving business at a local level”

“Reach homes that receive no other local publication providing local news and promoting local businesses”

Thinking of promoting your business locally? Compare the numbers of printed copies



Figures correct as at April 22

We know advertising in Village People works - here are the facts:

61%

of readers when looking for a trades-person or service only looked in **Village People**

75%

have visited a pub or restaurant after seeing an advert or review in **Village People**

54%

have contacted local businesses after seeing an advert in **Village People**

55%

of readers are over 55

53%

don't read any other local magazine or newspaper apart from **Village People**

42%

have recommended **Village People** advertisers to friends or family

And that's not all — here's what else we offer our advertisers

- Professional advert design from just £25+vat
- The most competitive advertising rates
- Top tips and advice on how to create the most successful advert
- Free advert feedback service so you can improve your success rate
- A local, experienced team dedicated to helping you achieve the best results



Our readers love Village People too!

“Everything in the magazine is local and relevant. I also like the recipes and gardening tips. Thank you, I enjoy receiving the magazine very much.”

“The high-quality production makes it lovely to read, especially as it always contains very interesting features and, for us, useful advertising.”

“It's a 'go-to' source for local trades.”

Stats taken from our independent readers survey, 1000 readers chosen at random. November 2015

Advertising Rates



For one, two, three or four magazines

To reach 16,000 homes in one magazine	Size	COST PER ISSUE Every 2 months
	Eighth	£66
	Square	£78
	Quarter	£152
	Banner	£170
	Half	£252
Full	£398	

To reach 32,000 homes in two magazines	Size	COST PER ISSUE Every 2 months
	Eighth	£128
	Square	£154
	Quarter	£294
	Banner	£322
	Half	£476
Full	£778	

To reach 48,000 homes in three magazines	Size	COST PER ISSUE Every 2 months
	Eighth	£180
	Square	£216
	Quarter	£405
	Banner	£456
	Half	£669
Full	£1125	

To reach 64,000 homes in four magazines	Size	COST PER ISSUE Every 2 months
	Eighth	£232
	Square	£280
	Quarter	£520
	Banner	£584
	Half	£876
Full	£1480	

BANNER
62 X 130mm

FULL
190 X 130mm

HALF
93 X 130mm

QUARTER
93 X 62mm

SQUARE
62 X 62mm

EIGHTH
45 X 62mm

Premium pages are available.
Contact our team for prices and availability.

Rates are based on a three issue booking and subject to VAT at the current rate. One issue covers a two-month period. Payment can be made by monthly standing order.

6 ISSUES YEAR	DELIVERED
Early Spring (Feb/March)	end Jan
Late Spring (April/May)	end March
Early Summer (June/July)	end May
Late Summer (Aug/Sep)	end July
Autumn (Oct/Nov)	end Sep
Winter (Dec/Jan)	end Nov

Contact our friendly team on
01284 788623
editor@village-people.info

Professional advert design **ONLY £25+vat**

Follow us on Twitter
and Instagram
 @vpmagazine

Read all our magazines
[issuu.com/
villagepeoplemag](http://issuu.com/villagepeoplemag)

Visit our website to
find out more
www.village-people.info