

Delivered to over 67,000 homes in Norfolk and Suffolk

# VillagePeople

THE AWARD WINNING REGIONAL LIFESTYLE MAGAZINE

Media Pack

**DELIVERED  
BY ROYAL  
MAIL**

**FOUR REGIONAL  
EDITIONS TO PROMOTE  
YOUR BUSINESS**

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

**Like Other Lifestyle Magazines,  
*Only More Readers!***

# 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 67,000 country homes in Norfolk and Suffolk – that's more than any other magazine in the area – with a total readership of over 167,500.
- 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 16 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 no-nonsense, honest service.

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

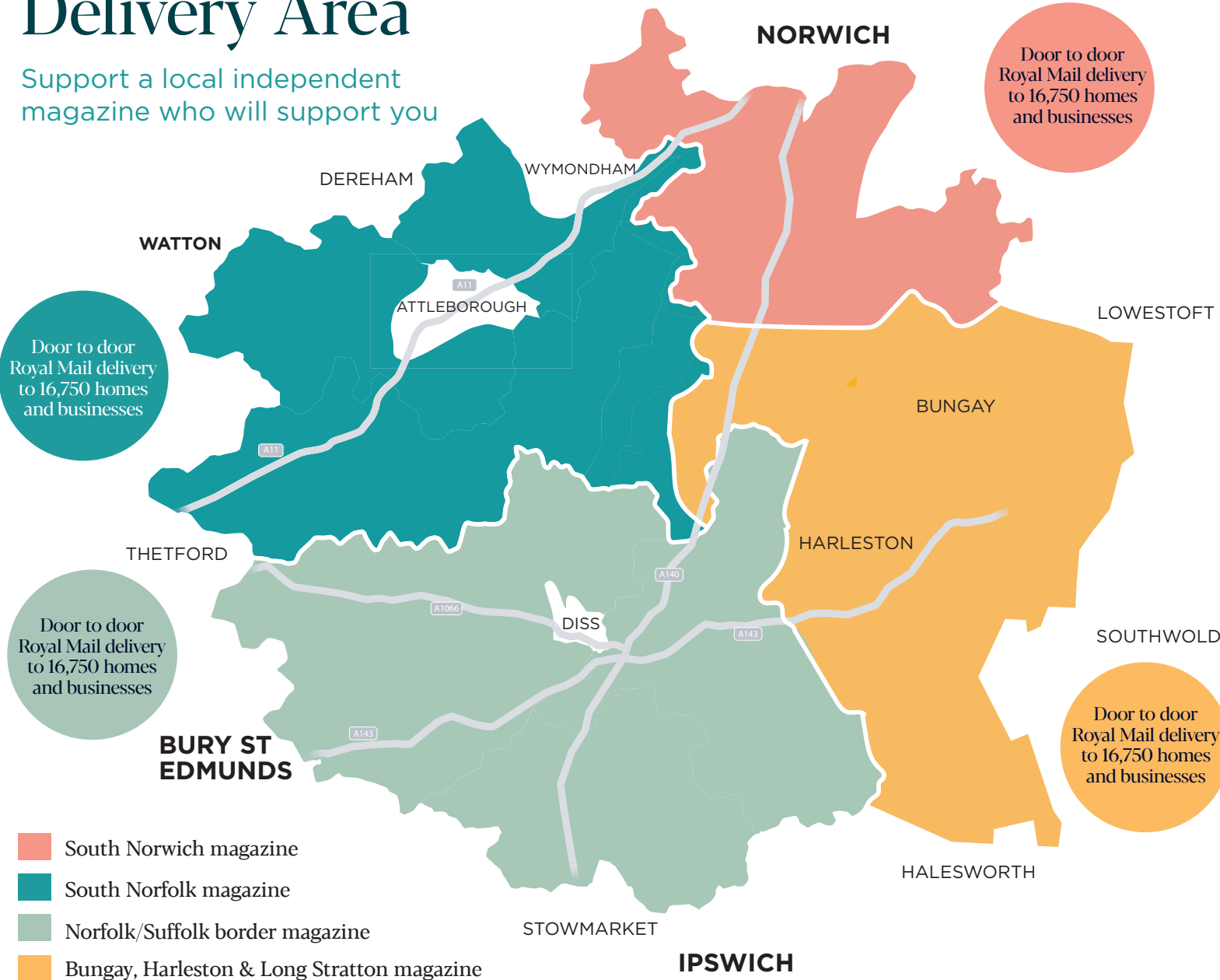
Format: **Glossy A5**  
Printed **Copies: 67,000**  
Audience: **ABC1**  
Readership: **167,500**  
Editions: **Four**  
Frequency: **Bi-monthly**  
Distribution: **Royal Mail**  
Online Readership: **32,000+**  
Social Media followers: **6,500+**

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



# Delivery Area

Support a local independent magazine who will support you

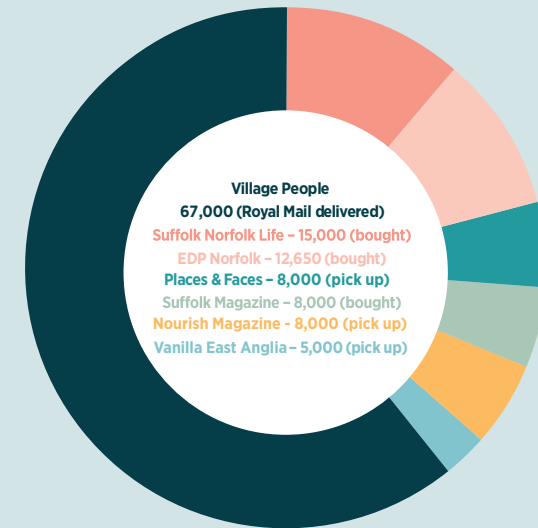


- 4 magazines covering four areas of Norfolk and Suffolk
- Choose to promote your business in all four or any combination of areas
- Speak to our local friendly team who will advise which areas suit your business on 01284 788623

Visit [www.village-people.info](http://www.village-people.info) for a full list of all the villages and postcodes we cover

## Thinking of promoting your business in Norfolk & Suffolk?

Compare the numbers of printed copies



Figures correct as at September 2023

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 where Village People is the only delivered local publication which provides local news and promotes local businesses

**LIKE OTHER LIFESTYLE MAGAZINES, ONLY MORE READERS!**





# 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.

# Advertising Rates

For one, two, three or four magazines

Sizes for ALL budgets, starting at £35pm



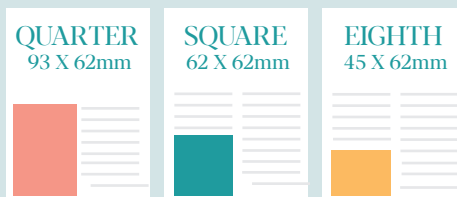
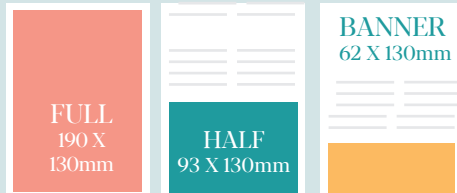
Guaranteed delivery

To reach 16,750 homes in one magazine	Size	COST PER ISSUE Every 2 months
	Eighth	£70
	Square	£82
	Quarter	£160
	Banner	£178
	Half	£264
	Full	£418

To reach 33,500 homes in two magazines	Size	COST PER ISSUE Every 2 months
	Eighth	£134
	Square	£162
	Quarter	£308
	Banner	£338
	Half	£500
	Full	£816

To reach 50,250 homes in three magazines	Size	COST PER ISSUE Every 2 months
	Eighth	£189
	Square	£228
	Quarter	£426
	Banner	£480
	Half	£702
	Full	£1179

To reach 67,000 homes in four magazines	Size	COST PER ISSUE Every 2 months
	Eighth	£244
	Square	£296
	Quarter	£548
	Banner	£612
	Half	£920
	Full	£1552



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](mailto:editor@village-people.info)

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



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and Instagram  
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[village-people.info/  
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