

Delivered to over 68,000 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!***

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

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

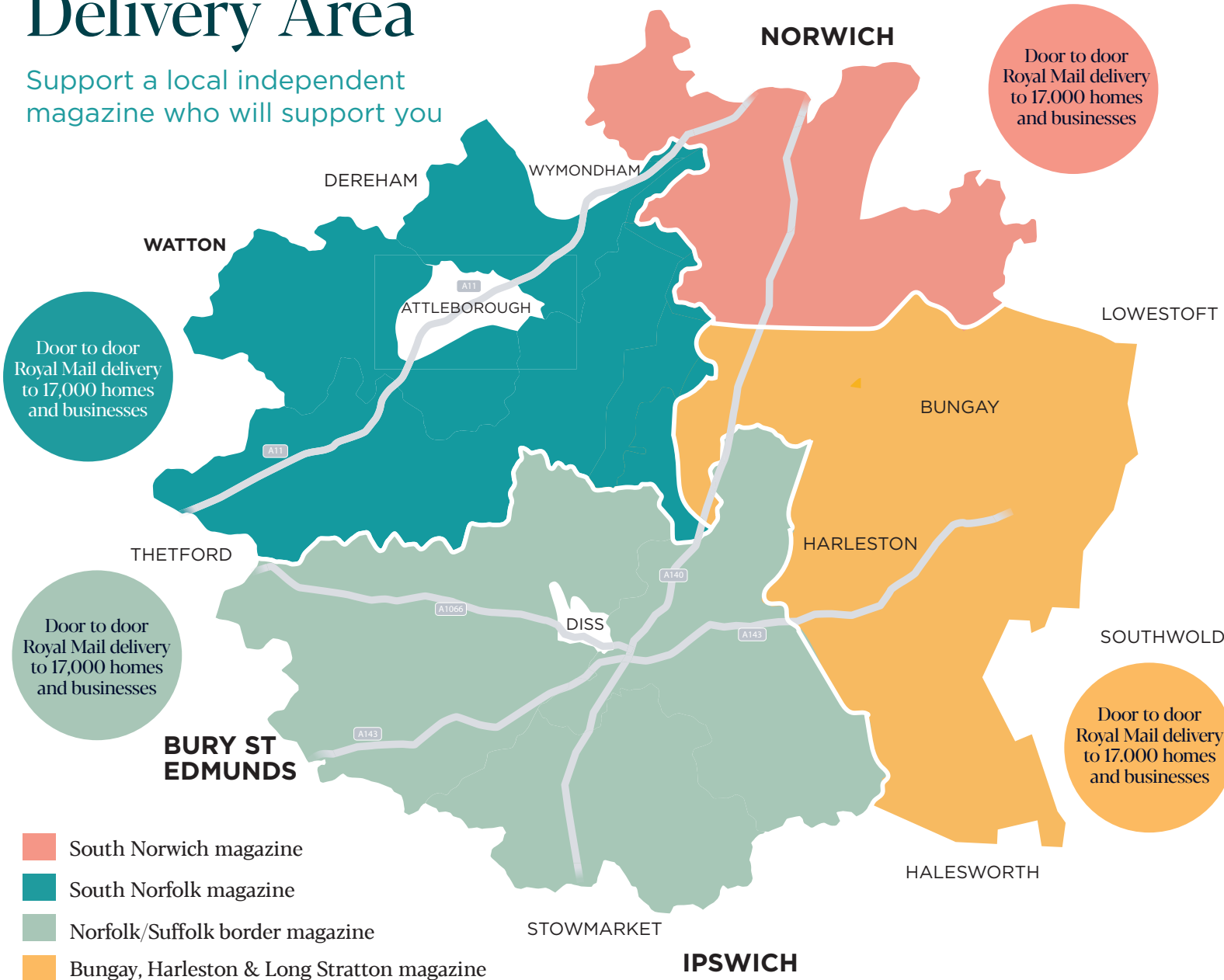
Format: **Glossy A5**
 Printed **Copies: 68,000**
 Audience: **ABC1**
 Readership: **170,000**
 Editions: **Four**
 Frequency: **Bi-monthly**
 Distribution: **Royal Mail**
 Online Readership: **32,000+**
 Social Media followers: **6,500+**

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



Delivery Area

Support a local independent magazine who will support you

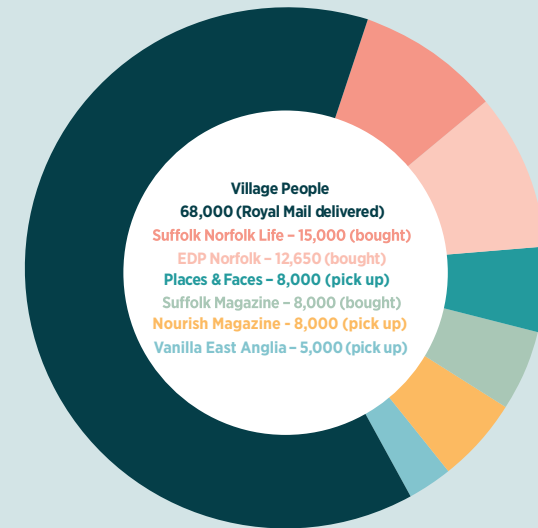


- 4 magazines covering four areas of Norfolk and Suffolk
- Choose to promote your business in all four or any combination of areas
- Speak to our local friendly team who will advise which areas suit your business on 01284 788623

Visit www.village-people.info 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



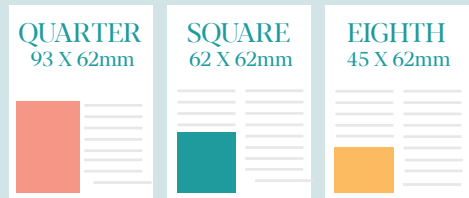
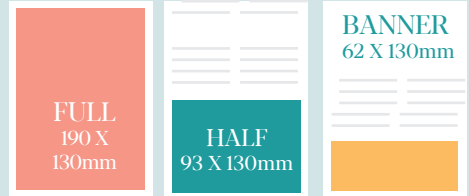
Guaranteed delivery

To reach 17,000 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 34,000 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 51,000 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 68,000 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

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



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read-online/](https://www.village-people.info/read-online/)

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find out more
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