

**DELIVERED
BY ROYAL
MAIL**

VillagePeople

MEDIA PACK 2026



Delivered to over 70,000 country homes in Norfolk and Suffolk

THE AWARD WINNING REGIONAL LIFESTYLE MAGAZINE

Reach 70,000 country homes across Norfolk & Suffolk'

“Welcome to Village People magazine – connecting your business with more potential customers than any other lifestyle magazine in East Anglia.

Village People magazine celebrates the very best of life across Norfolk and Suffolk; two counties rich in character, community and charm. Our aim is to connect, inform and entertain through a beautifully produced magazine, delivered to 70,000 country homes across the region and genuinely valued by readers.

For advertisers like you, Village People is a trusted and established magazine that places your business at the heart of these vibrant communities – helping you to reach an engaged audience and attract new customers.

Get in touch to see how we can help your business grow.”



Lily

Lily Goulder
editor@village-people.info
01284 788623







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

-  South Norwich magazine
-  South Norfolk magazine
-  Norfolk/Suffolk border magazine
-  East Norfolk magazine



Why advertise your business in Village People?

UNIQUE OFFERING

Village People is an award-winning, bi-monthly, A5 lifestyle magazine, delivered by Royal Mail to 70,000 country homes across Norfolk and Suffolk. This unique model sets us apart; no other lifestyle magazine in the region offers direct delivery with such a large, engaged readership.

TARGET AUDIENCE

Our readers are affluent, engaged and connected to their local communities and businesses. We reach all ages and backgrounds, but typically middle-class women over 55, wealthy professionals or affluent grey retired; whilst our diverse content also appeals to a wider audience, including men. This gives you access to a broad and highly valuable target market.

YOUR STORY ON INSTAGRAM

Many Village People readers are active on Instagram...and so are we! Our growing presence generates over 60,000 views and 5,000 interactions each month. As an advertiser, you can tap into this at no extra cost, with added exposure through our engaged social audience.

CONTENT

Our reader-led content is carefully curated to reflect their interests; from lifestyle, food and gardening to fashion, health, interiors and things to do. This keeps readers engaged and more likely to notice and respond to your advert.

COUNTRY HOMES

While many lifestyle magazines focus on towns and cities, Norfolk and Suffolk are largely rural. We reach 70,000 homes across over 250 villages and surrounding areas, opening up valuable new audiences for your business.

BRAND VALUES

We maintain the highest standards in design, content and production, ensuring a premium publication you can trust your brand to be part of.

SERVICE

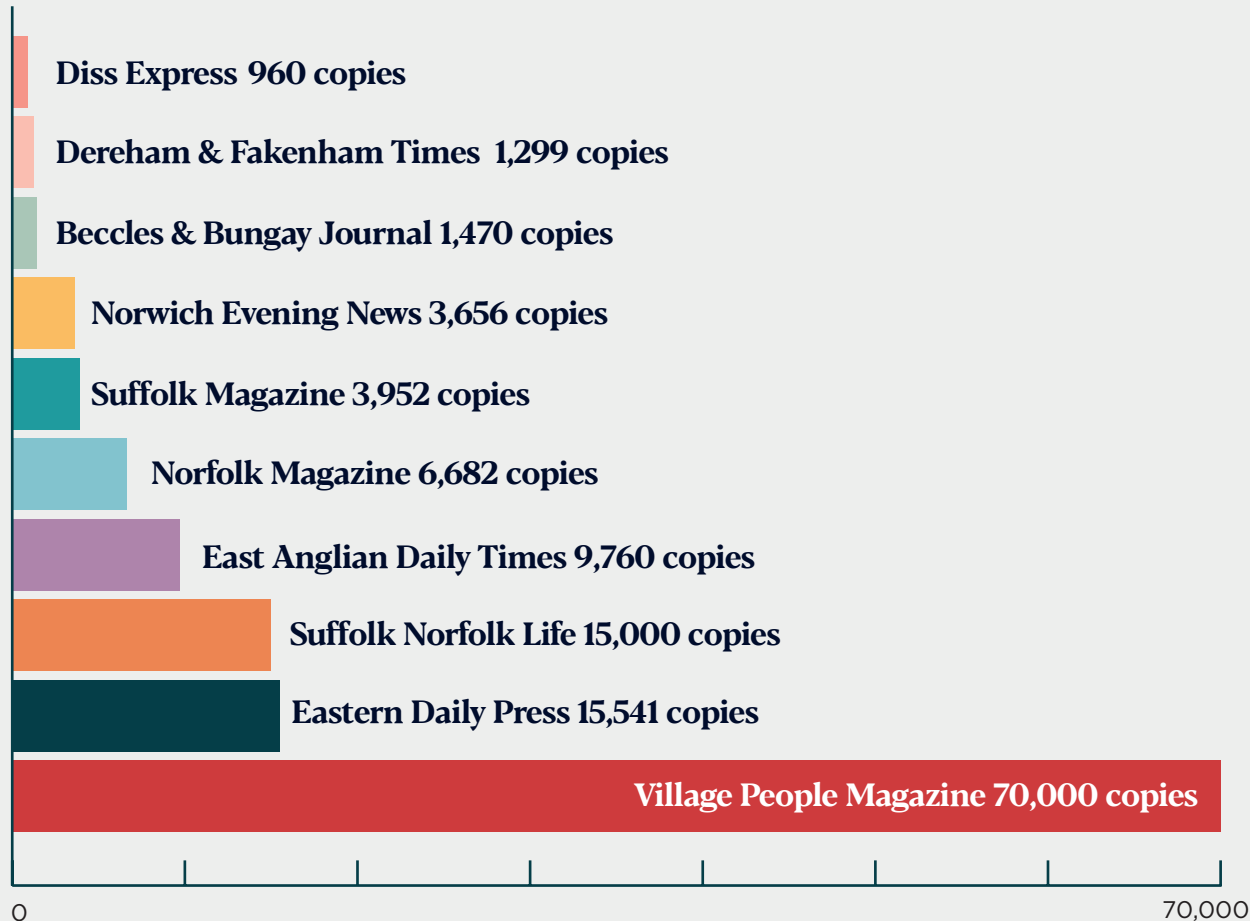
Our experienced, local team offers straightforward, expert advice to help you get the best return on your investment, with a friendly, no-nonsense approach focused on your success.

AVAILABLE IN JOHN LEWIS NORWICH

Village People has a dedicated magazine stand in John Lewis Norwich, one of the city's most prestigious and long-established department stores. Pick up your copy in-store and enjoy the best of Norfolk and Suffolk..



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



Figures correct as at March 26, publication frequency varies

In a world of digital technology, traditional print advertising is often more effective at driving business at a local level.

With Village People, you can reach the country homes where ours is the only delivered local magazine that provides local news and promotes local businesses.

**EVERYWHERE
YOU WANT TO BE**



We know advertising works in Village People – here are the facts

61%

of readers ONLY looked in Village People when the need a trade or service for their home / garden

75%

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

54%

of readers have contacted local businesses after seeing an advert in Village People

55%

of readers are over 55, but content appeals to all age groups

53%

of readers don't read ANY other local magazine or newspaper apart from Village People

42%

of readers have recommended Village People advertisers to friends and family

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

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

ADVERT DESIGN

Professional advert design from just £25+vat, so your advert looks perfect

COMPETITIVE RATES

The most competitive advertising rates, giving you the wisest investment for your spend

FEEDBACK SERVICE

Free advert feedback service so you can improve your success rate

COPYWRITING SERVICE

Free professional copywriting service for adverts, advertorials and editorials



Here's what our advertisers say about Village People

"Through their highly popular publication, Village People help us reach tens of thousands of homes every month, including the rural homes we couldn't reach on our own."

Edward Doe
Director of John Doe

"The Elveden Courtyard has been advertising with Village People for over two years now. It's been amazing to reach out to customers old and new about what the Courtyard has to offer."

Elveden Courtyard

"We have advertised in Village People magazine for over nine years now. It has vast distribution numbers across Norfolk and Suffolk and we find that delivered publications are much more effective for us."

Rachel Davis,
Marketing Co-Ordinator at Cecil Amey

"We rely on Village People, it's such a good publication for us."

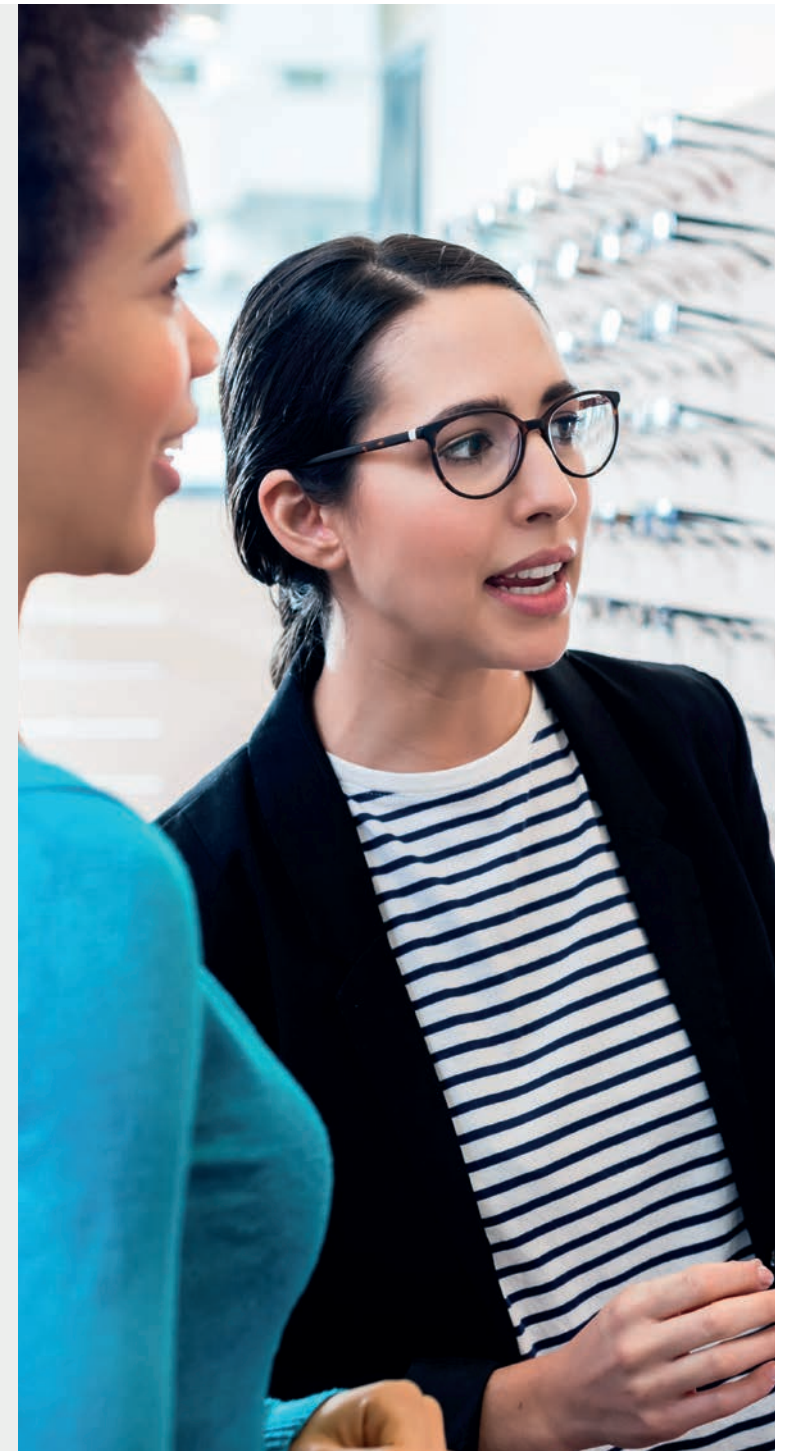
**Sainsbury Centre for
Visual Arts**

"As a national business that is proud of our Norfolk roots we've worked with Village People over a number of years to help us reach potential customers closer to home. The response has been hugely valuable, and we can track orders directly back to the adverts we have placed."

David Clarke
ID Systems

"Village People is a high quality publication, and helps us connect with a strong ABC1 market for us."

**Theatre
Royal Norwich**



Advertising Rates

For one, two, three or four magazines - Sizes for ALL budgets, starting at £37pm

COST PER ISSUE Every 2 months	Size	To reach 17,500 homes in one magazine	To reach 35,000 homes in two magazines	To reach 52,500 homes in three magazines	To reach 70,000 homes in four magazines
	Eighth	£74	£140	£198	£256
	Square	£86	£170	£240	£312
	Quarter	£168	£324	£447	£576
	Banner	£187	£354	£504	£640
	Half	£278	£524	£738	£964
	Full	£439	£856	£1236	£1628

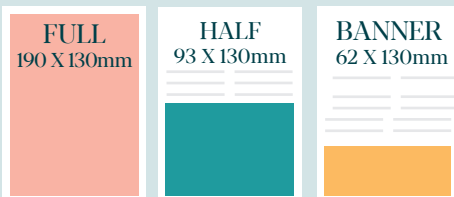
Premium Pages

Really want to make an impact?

Then take a look at our seven premium pages:

- Inside front cover
- Inside back cover
- Double centrefold
- Back cover
- Page 3
- Page 4 (*opposite Contents*)
- Page 5 (*opposite the Editor's Letter*)

We also offer **sponsorship on editorial pages**. Just get in touch to discuss availability and rates.



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

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.

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



Guaranteed delivery

Professional advert design
ONLY £25+vat

Follow us on
Instagram
[@vpmagazine](https://www.instagram.com/vp magazine)

Read all our magazines
village-people.info/
[read-online/](#)

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