

Living Magazines Cardiff

At the heart of the community



Media
Pack

Book now
for our
autumn
and
winter/
Christmas
issues!



Award-winning magazines for Rhiwbina,
Whitchurch, Llandaff & Llandaff North

About Living Magazines

“ The aim of Living Magazines is to bring together the community and celebrate our villages, our history and our people - and to promote local trade

Living Magazines are North Cardiff's premier community magazines. Winner of two major awards (Best Website and Best Editorial awards) at the 2014 Independent Magazines Publishers Awards, we've been recognised by the Guardian as 'a vital source for news in the community'; the two publications have become synonymous with their areas.

November 2007 saw the official launch of Rhiwbina Living magazine. The publication quickly became the official community magazine for the area, packed with all the latest news, stories and interesting features from the locality. Due to demand, December 2008 saw the launch of a sister publication – Whitchurch and Llandaff Living.

The aim of Living Magazines is to bring together the community and celebrate our villages, our history and our people. We are based in the area – we are not part of any national franchise or a media chain that pretends to be

local. We are therefore able to work hard to bring you a magazine that is readable, relevant and real. We are currently celebrating our 10th year of publication!

5,500 copies of Rhiwbina Living are personally delivered door-to-door throughout Rhiwbina by us four times a year. (We walk over 250 miles each issue to ensure everyone gets a copy!)

6,000 copies of Whitchurch and Llandaff Living are distributed to shops and businesses throughout Whitchurch, Llandaff and Llandaff North five times a year (including our custom-made stands in Tesco Express, Co-op and Spar).



Awards & Endorsements



We are very proud to have picked up not one, but two UK independent magazine awards

In October 2014, we scooped two prestigious awards at the UK Independent Publisher Awards held at the Heart of England Conference Centre.

Judged by industry experts, we picked up the Best Website Award and the Best Editorial Award from hundreds of entries, the judges said about our editorial content:

“A fantastic breadth and depth of editorial, business, historical and celebrity. We love the involvement of readers in creating content, and the careful handling of contributed editorial.

Our magazines have also been requested to feature at the leading source of Welsh literature.

“Our magazines have been selected to feature at the National Library of Wales Aberystwyth, being deemed of ‘historic and culturally important to Wales’

We have also been featured by The Guardian, who said:

“...residents in the north of Cardiff took matters into their own hands and now their locally produced magazines have become a vital source for news in the community.



What our advertisers say

“ **Around 50% of our advertisers are repeat advertisers, showing that our magazines are an effective platform to sell your services or products**

We are a local business and advertising in Living Magazines on a regular basis has really raised awareness of what we do within the local community. Wherever we've been, whether it's out visiting customers, or even visiting a local coffee shop, we see people reading your magazines.

Cardiff Windows
July 2016

We are happy that we feature in such a quality magazine, especially as we feel that we provide a quality service - we feel in sync with your advertising strategies. Having *Rhiwbina Living* personally hand-delivered is an advantage and the magazines have definitely made people aware of our presence. It's doing all the right things!

E Tyres
July 2016

The consistent growth of my business over the last 7 or 8 years can be attributed directly to your magazines. Over the years, I

have tried other publications but have found them inferior. Your magazines are the perfect vehicles to help raise the profile of our business. More than any other magazines in Cardiff, yours are the most readable.

Cardiff Bed Centre
April 2016

We have had lots of people saying that they'd seen us in your magazines. It wasn't just our usual customers either - we had lots of new customers coming in saying that they'd seen our advert and wanted to visit as they weren't aware of our existence. Your magazines have proved very beneficial in generating new business for us.

Sweet Cafe and Bakery
April 2016

Thanks for stylish advert in *Rhiwbina Living* autumn issue - loads of new customers as a result!

Calon Rhiwbeina
September 2015

	Business Card	Quarter Page	Half Page	Full Page
Rhiwbina Living	£59	£110	£225	£425
Whit/Llan Living	£59	£110	£225	£425

ADVERT SIZES

The magazine is full A4 size. We therefore have four advert sizes:

- **Business Card**
- **Quarter Page**
- **Half Page**
- **Full Page**

DISCOUNTS

A **15% discount** applies for yearly bookings on one or both titles. For ultimate flexibility, you can run various sized adverts throughout the year. You could save hundreds of pounds a year!

DISTRIBUTION

Rhiwbina Living

5,500 copies are personally hand-delivered door-to-door throughout Rhiwbina **four** times a year. We know that every house and business gets a copy because we do **ALL** the deliveries ourselves. You know what they say - if you want a job done properly, do it yourself.

Whitchurch and Llandaff Living

6,000 copies are personally distributed by us throughout Whitchurch, Llandaff and Llandaff North **five** times a year. We have custom-made stands at Tesco, Co-op and Spar stores throughout the area, in addition to us visiting shops, cafes, libraries and other public places to stock up!

We give you **BIG** social media promotion - for **FREE!**

In addition to our magazines, we actively and regularly promote your business to tens of thousands more people across our social media platforms: **1,500+** Facebook followers, **6700+** combined Twitter followers, and **3,000+** combined connections on LinkedIn. Our website gets **10,000+** visits a month and we'll give you a **year's premium listing for free at www.cardiffbusiness.wales**

Rates

10

reasons to advertise

1. Winners at the UK Independent Publisher Awards 2014

We scooped both Best Website and Best Editorial awards at a glittering ceremony in Coventry. Judged by a panel of industry experts, our magazines were recognised as 'exemplary' and 'outstanding'. We publish editorial and news that readers can really relate to – spending more time with our magazines means that our readers spend more time with your advert! It's a simple equation.

2. We have helped promote over 1,000 businesses and organisations since 2007

Our magazines were specifically created to provide a neighbourly and cost-effective platform for local trade. Our testimonials prove that advertising with Living Magazines can have a positive effect on your business balance sheets.

3. We take pride about our distribution

After all, what's the use of keeping boxes of glossy magazines in storage? After getting our hands burned when we first started, we trust no-one but ourselves to get the job done properly. We deliver Rhiwbina Living, door-to-door, to 5,500 homes in Rhiwbina each issue (covering 1,000 miles a year on

foot in the process!). We also make sure that 6,000 copies per issue of Whitchurch and Llandaff Living get everywhere in Whitchurch, Llandaff and Llandaff North five times a year!

4. 15% discount for yearly bookings

- feedback suggests that repeated advertising is far more effective for generating a return. We offer a generous 15% yearly discount and for ultimate flexibility, you can alter the size of your advert throughout the year.

5. Our content is reader-led

We don't pump our pages with free but generic copy from national copywriters who have probably never even been to Cardiff. We write about the people, the places and the stories that North Cardiff people know and care about. And if we don't write it ourselves, our readers do. In fact, our magazines have become such a well-loved publication that over 50% of our content is written by readers, professionally edited and published by us.

6. We offer FREE design service, FREE unlimited editorial on our popular website and even a FREE online advert with each advert booked Our

award-winning website is visited by over 150,000 individual visitors a year. And with each issue of our magazines uploaded to our website, your money really does go a long way.

7. Our magazines have been lauded by The Guardian and even the National Library of Wales Aberystwyth has requested copies, deeming them 'of significant cultural importance'. Why advertise elsewhere?

8. We harness the power of social media to help our advertisers

Want to get your news story, offer, or details of your latest products/services to thousands of our followers in an instant? They're all there waiting to hear from you. And as long as you've paid for your original advert, we won't charge you a penny for splashing it all over the web. It's all part of what we do to help you.

9. Over 50% of our advertisers have been advertising with us since 2007

Repeat business is always a good sign that we're doing it right.

10. Our magazines are full A4, full-colour and printed on 115gsm paper It's a proper read.

Living Magazines Cardiff

At the heart of the community

Winter Season

Rhiwbina Living 36 (Autumn) Booking deadline
7th September | Published 19th September

Whitchurch and Llandaff Living 40 (Autumn) Booking
deadline 9th September | Published 23rd September

Rhiwbina Living 37 (Winter/Christmas) Booking deadline
7th November | Published 25th November

Whitchurch and Llandaff Living 41 (Winter/Christmas)
Booking deadline 14th November | Published 2nd December



Dates



Book Now

“ The aim of Living Magazines is to bring together the community and celebrate our villages, our history and our people - and to promote local trade.

Contact:

Patric Morgan
07772 081775
editor@livingmags.co.uk

Dr Danielle Dummett
07974 022920
danielle@livingmags.co.uk