

Archant Life London Insert Programme

The leading publisher of local magazines in London



Annual Insert Volume: 7,000,000

Cost per '000: £30

Publishing

**REDUCED RATE AVAILABLE FOR
MEDIA & PRINT PACKAGE**

Background

Archant Life Ltd is the largest publisher of regional magazines in the UK, publishing over 1 million copies each issue, across 53 titles covering most of the country. This insert programme offers the opportunity to insert to recipients of the highly popular Archant Life titles in London.

The London division of Archant Life publishes 11 high-quality magazines which are delivered free, split by the different regions across the capital. Titles include The Resident, SW, Westside, Rise and Angel North with each magazine being carefully produced by local staff committed to showcasing the finer things in their locality. The editorial covers local life and people, news, entertainment, culture, fashion and eating out.

Archant magazines in London have a very loyal, affluent readership with money to spend. 52% of recipients retain their magazine for over a week and they spend an average of 25 minutes reading each issue. 31% have visited a restaurant as a result of advertising in the magazine and 63% have followed up on a product or service promoted within the magazine. This shows that these readers trust the brands recommended and endorsed in the magazines and with 561,000 magazines delivered by hand each month, represents an excellent and unique insert opportunity.

Insert Schedule & Availability

561,000 available each month into the following titles:

The Green	50,000
The Guide	45,000
The Hill	60,000
NorthWest/ North/ Angel	80,000
Living Hadley/ Living North	27,000
Living South	55,000
SW	80,000
Grove	46,000
The Resident	54,000
Rise	40,000
WestSide	184,000

Profile

- 54% female, 46% male
- ABC1
- Average age 40
- 68% married
- 71% home owners
- 74% have some form of outside space
- 31% likely to move or buy a second property within 3 years
- 25% own property outright
- 18% own more than one property
- 69% own a car
- 38% have private health insurance
- **Full profile available on request**

...Please turn over for further information

ASK US FOR A FREE PRINT QUOTE ON YOUR INSERTS

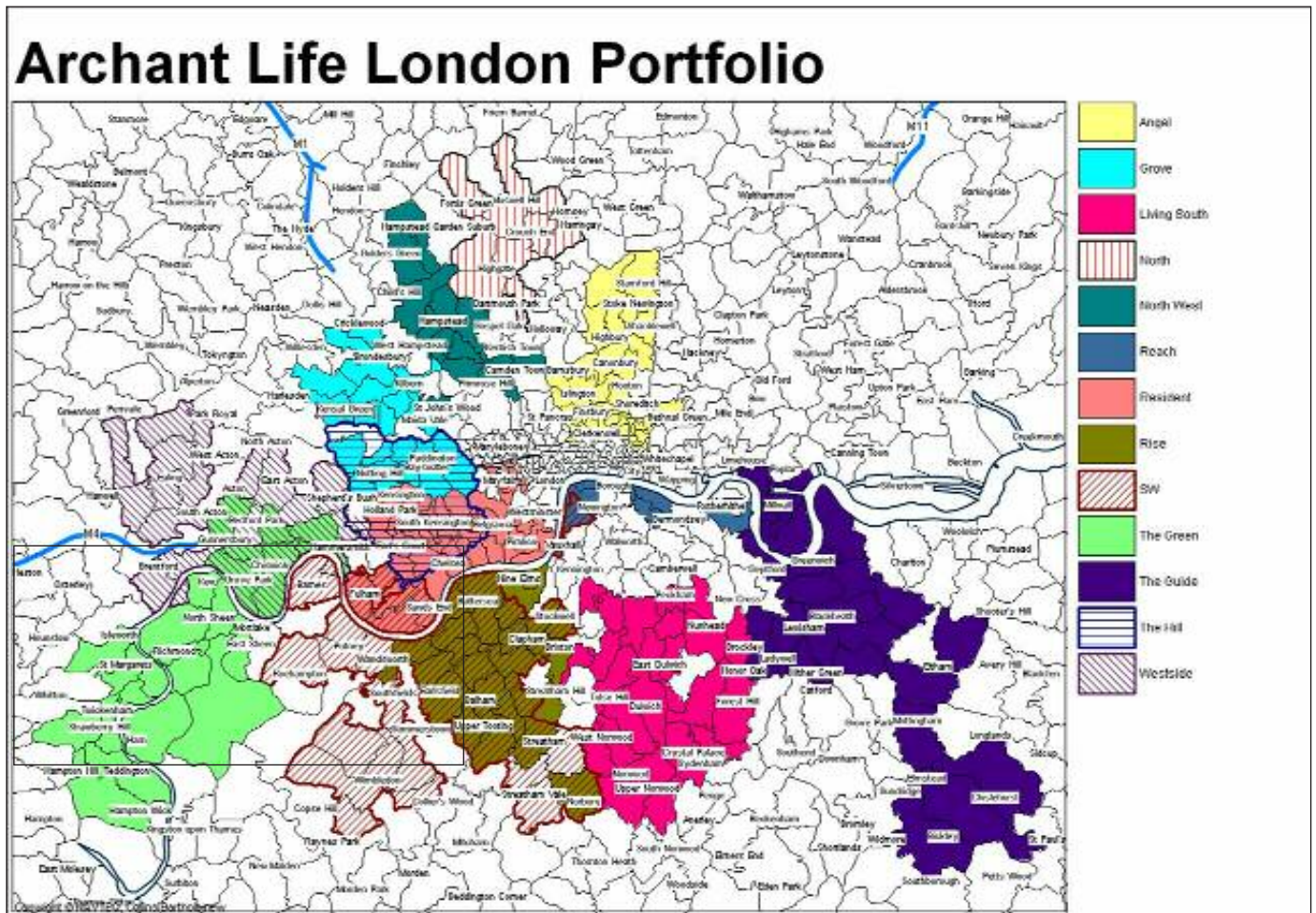
Data correct as of February 2010



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Distribution of Archant titles



Insert Rates (per '000)

Inserts £30
 Commission to DMA Members up to 10%

*Rates based on weight less than 10 grams. Inserts over 10 grams subject to additional charge.

Useful Info

• Check out their website at: www.archantlife.co.uk

Restrictions

- Sample insert submitted for approval
- Minimum order 50,000
- No more than 32 pages
- No concertina inserts
- Maximum size: dependent on title, average 185 x 270
- Maximum weight: dependent on title, average 30 grams
- First time order must be prepaid
- Brokerage commission rates are offered on a reciprocal basis where applicable
- Full terms and conditions available on request
- Insert agreement must be signed by mailer