

# VillagePeople

MEDIA PACK 2024

DELIVERED  
BY ROYAL  
MAIL

Delivered to over 68,000 homes in Norfolk and Suffolk

THE AWARD WINNING REGIONAL LIFESTYLE MAGAZINE



# Everywhere you want to be

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

The aim of Village People is to connect, inform and entertain – all in a superb-quality magazine which is highly valued across East Anglia. For advertisers like you, this represents outstanding value, enabling you to connect with the widest possible target audience and generate a regular flow of new customers.



Guaranteed delivery

***Delivered by Royal Mail to more homes in Norfolk and Suffolk than ANY other magazine***







# 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

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





# Why should you advertise your business in Village People?

## UNIQUE OFFERING

Village People magazine is an established, award-winning A5 bi-monthly lifestyle magazine which is Royal Mail delivered to over 68,000 country homes in Norfolk and Suffolk. This is a unique business model in the region – no other lifestyle magazine delivers through letterboxes, or offers such a large readership for you to tap into.

## TARGET AUDIENCE

Our readers are sophisticated, cultured, affluent and fully engaged with the community, local interests and businesses like you. We appeal predominantly to ABC1 females in their mid 50s, but much of the content is designed for diverse groups of any age, including men. This means a huge target audience for you.

## COUNTRY HOMES

Other lifestyle magazines focus mainly on towns and cities. But Norfolk is more than 95% rural, so there is huge potential for you to find new customers in the 250 villages and surrounding areas we reach.

## BRAND VALUES

We strive to ensure that the design, content and production of the magazine is maintained to the highest standards. You can, therefore, rest assured that you are placing your advert in a top-quality publication.

## CONTENT

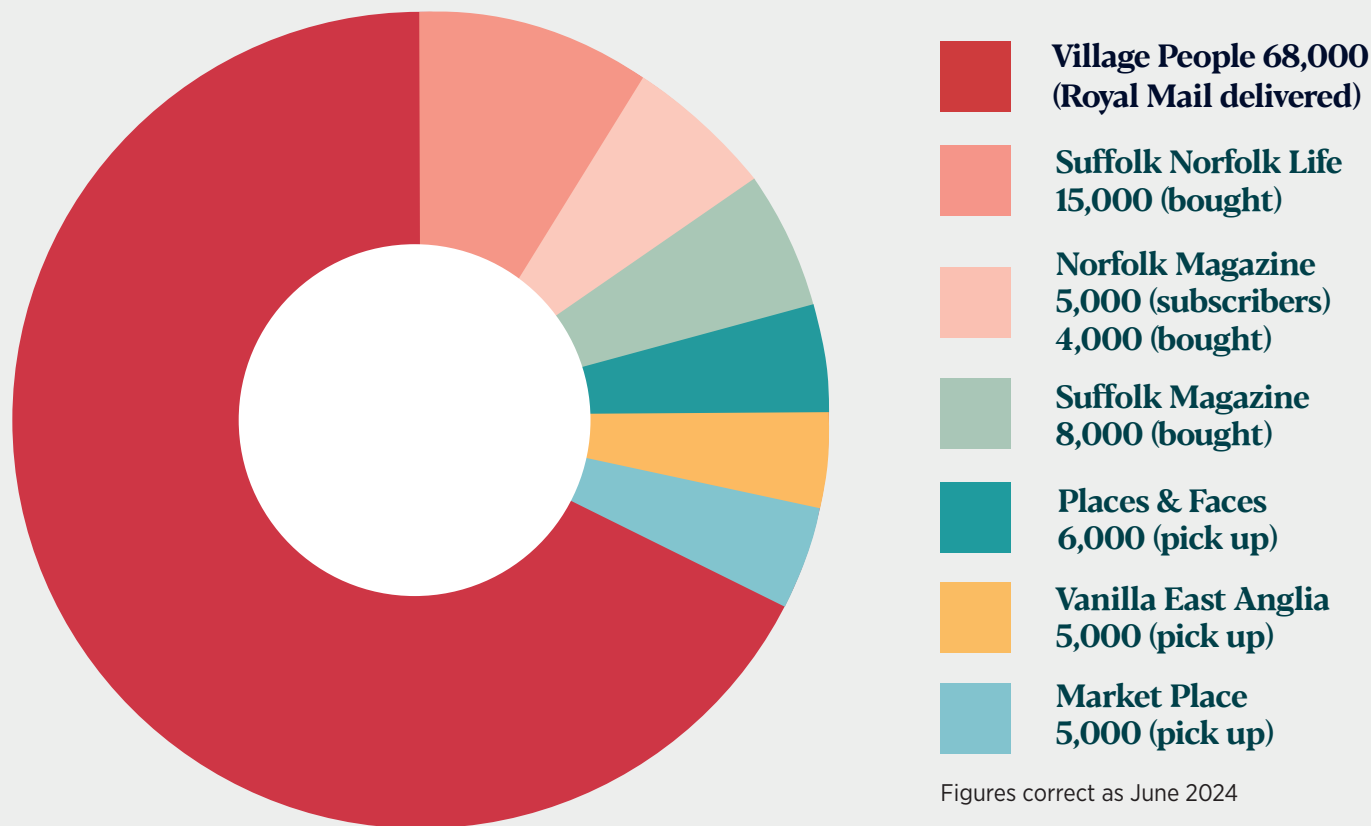
Our content is reader-led, which means it's carefully selected to appeal to their interests; lifestyle articles, competitions, recipes, gardening, beauty, fashion, health, interiors, things to do and see and much more. This means readers are interested, focused and more likely to see and respond to your advert.

## SERVICE

Our editorial and sales teams are professional and highly experienced in their field. They are also local, which means they can advise you on how to get the best return on your investment. We are a friendly team, here to help you succeed, and offer a no-nonsense, honest service.



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



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 often 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 looking for a tradesperson or service

**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 seven 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."

**Penelope Lucas**  
**Marketing & Communications Officer,**  
**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 £35pm


COST PER ISSUE Every 2 months	Size	To reach 17,000 homes in one magazine	To reach 34,000 homes in two magazines	To reach 51,000 homes in three magazines	To reach 68,000 homes in four magazines
		Eighth	£70	£134	£189
Square	£82	£162	£228	£296	
Quarter	£160	£308	£426	£548	
Banner	£178	£338	£480	£612	
Half	£264	£500	£702	£920	
Full	£418	£816	£1179	£1552	

Premium pages are available. Contact our team for prices and availability.


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.


**FULL**  
190 X 130mm




**HALF**  
93 X 130mm




**BANNER**  
62 X 130mm




**QUARTER**  
93 X 62mm



**SQUARE**  
62 X 62mm



**EIGHTH**  
45 X 62mm



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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