

MEDIA GUIDE 2022



LivingLIFE
Publications



A proven way

to reach local new customers

LivingLife Magazine launched in 2018 and is firmly established as a trusted source of local information and the first place many residents go to when in need of a local business or tradesperson.

Each month our dedicated team of local people will hand deliver 16,000 magazines door to door.

Our magazines are a handy, A5 sized full colour publication containing local community news and events, interesting articles on a variety of subjects as well as an extensive directory of local businesses. All our issues are backed up by a full online version to suit all readers, as well as our wide reaching blog and social media forums.

We offer local business, tradespeople and events organisers an effective, affordable way to market to local residents.

Andrew & John
Co-Editors



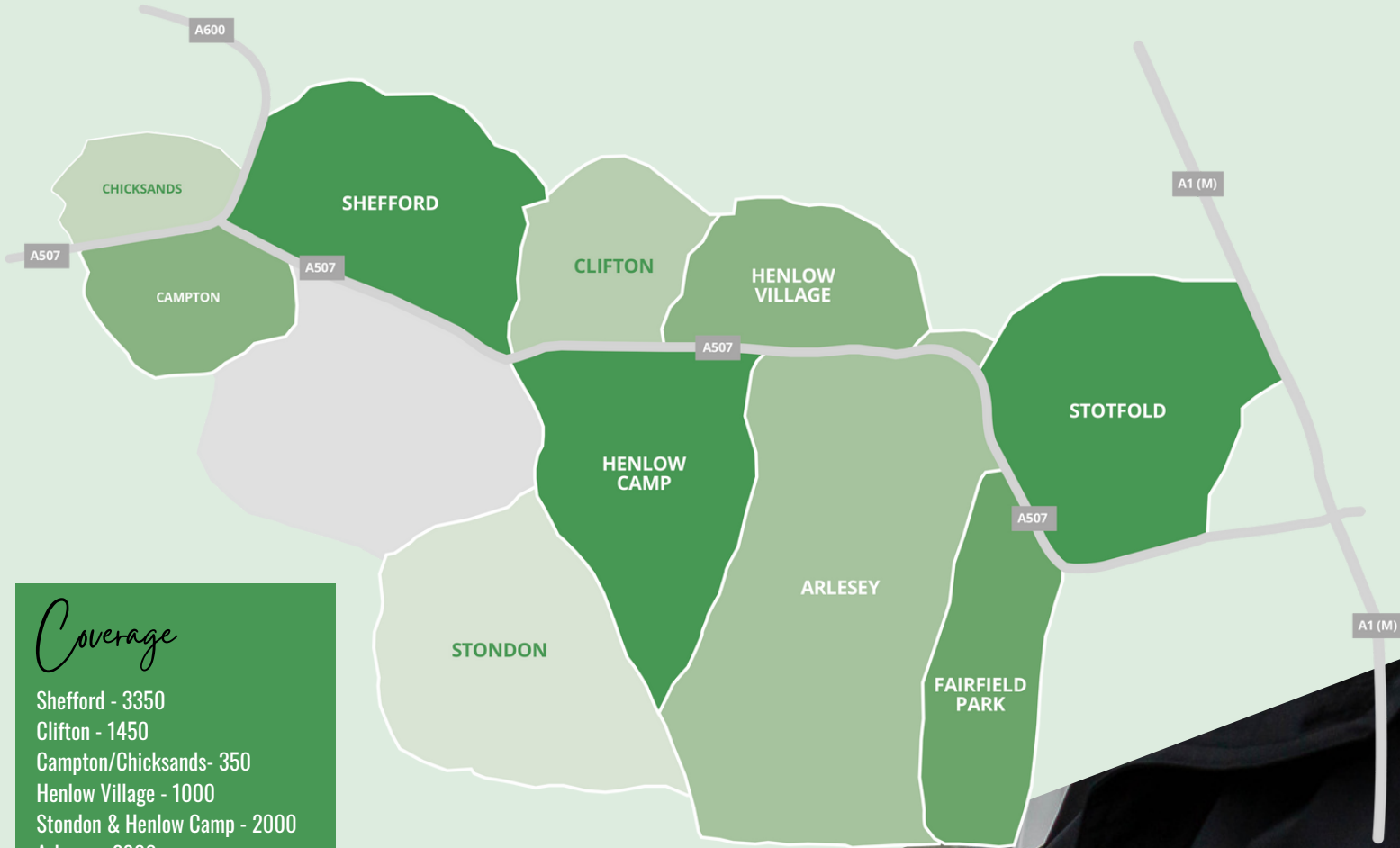
I have been advertising in the LivingLife for 6 months now and was delighted to win a £1500 job during my first month!

Martyn - M&B Decorators

fsb
MEMBER

Our Distribution Area

What makes LivingLife stand out is our local content and feel, we are very much in touch with the local community.



Coverage

- Shefford - 3350
- Clifton - 1450
- Campton/Chicksands- 350
- Henlow Village - 1000
- Stondon & Henlow Camp - 2000
- Arlesey - 2800
- Stotfold - 3750 (New)
- Fairfield Park - 1300 (New)

Total 16,000



Simple, Clear Pricing

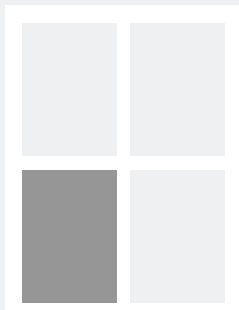
One of our goals when we created LivingLife, was to keep it as simple and as easy to access as possible, for our advertisers.

So, what does that mean?

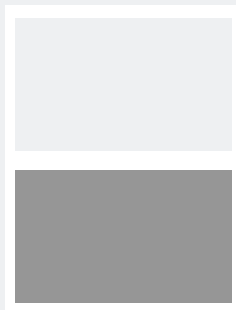
Firstly, we have two simple plans, for flexibility, our monthly rolling plan, stop or pause your advertising when you wish.* Or for abit more commitment, comes with a 20% price reduction.

Secondly, let us take care of the artwork for you, it is so important that your message is correct, it's going to the right audience, and has an engaging call to action. We know this, and we can achieve this for you, and that's all included at no extra cost to you. In fact, ensure you read our free e-book on the subject.

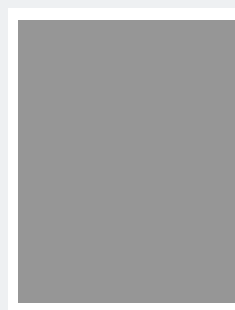
The Monthly Investment



1/4 Page
£107



1/2 Page
£177



Full Page
£307

*Monthly rolling**

6 month term

1/4 Page
£88

1/2 Page
£144

Full Page
£247

Premium pages charged as follows:

Back cover +20%

Inside back & front cover +10%

Front page strip - £95 (Limited availability)

*Notice must be received by the 5th of the Month before delivery.

Ready to book?

www.livinglifemagazine.co.uk/booking



Check out our
Diddy Directory
Ideal for small
buisness



Our Diddy Directory

If you are a small business looking to get your name out to the local community, then look no further than our Diddy Directory. Quick & Easy to book, as well as very cost effective. Don't want to design your advert? Don't worry, we can take care of this for you, with professional artwork design at only £10

The DIDDY DIRECTORY
THE GUIDE TO LOCAL TRADES & BUSINESSES
ONLINE & PRINT EDITIONS
NO CONTRACT, FREE ADVERTS

Single Diddy
£38
per month

Double Diddy
£68
per month

Fact

All our Magazines are GPS tracked for peace of mind

Book your advert today - visit www.livinglifemagazine.co.uk/diddy

Ready to book?

www.livinglifemagazine.co.uk/diddy

Captivating Features & Editorials

We pride ourselves in providing well crafted, engaging, local content; not just a directory for advertisers.

We actively want people to pick up and look forward to reading our monthly magazine, the more engagement and interaction we get from our readers, the greater the exposure for our advertisers.

ROOM 101

Alan Cooper, Lifetime resident of Stotfold and presently Mayor on the Town Council. Now retired from a working life in engineering design & sales both in the UK and overseas.

Here is what Alan would put in Room 101....

Bad Parkers

Every day in every town we witness a myriad of vehicles badly parked on pavements or grass verges causing annoyance to other members of society. Pavements are not designed to carry the weight of heavy vehicles and the surface is easily damaged, so it becomes uncomfortable for its intended users to travel along, also they are often forced dangerously on to the road to avoid the obstruction. Verges become unsightly and difficult to maintain in reasonable condition. If those drivers in their metal "coconuts" considered others more, our surroundings would be so much more pleasant for all.

Fly Tippers & Litter Louies

I put both of these into the same category of selfish and inconsiderate individuals giving no care to the damage they cause to our environment or the environment. We live at a moment in time where our population are supposedly well educated and constantly made aware of the dangers to our planet from discarded waste of all kinds, yet a proportion consider it is up to "someone else" to clear up their rubbish for them. We all have access to large wheelie bins at home and litter bins spread around the town, please use them!

Annoyance Calls

Despite using the "call blocker" system on my telephone(s), I cannot be alone in constantly receiving calls informing me that vast sums of money are being milked from my 'Amazon Prime' account (which I do not have), the warranty on my 15 year old washing machine can still be extended, I have been identified as having inadequate lagging in my loft space etc. I have no idea what the solution is but wish, in these days of such clever high technology, some enterprising company would find an answer - that's something I would be prepared to subscribe to!

Now it's your turn!

Do you want to banish your top peeve or worst nightmare to the depths of Room 101?

Submit your top 3 at:
www.livinglifemagazine.co.uk/room101



The Travel Blogger

travel counsellors

I'm Jenny, I work from my home office as a Personal Travel Agent with Travel Counsellors. We are an independent network of travel advisors and we work around the clock at whatever time we are needed. Recently voted number 1 in three separate polls conducted by Martin Lewis's Money Saving Expert for the way we handled customer refunds during the pandemic.

I am super excited to be collaborating with LivingLife Magazine to bring you the some of the top tips and tricks I have learned over the years so you can get the most out of your holiday.

4 Things COVID-19 taught us about Travel

- 1. The memories will carry you through.** It could be the last holiday you had; it could be 20 years ago... One thing is for sure, the memories of past trips have resurfaced time and time again during this period of enforced lockdowns and travel bans. The memories are ALWAYS good. Those pounds spent on holidays over the years suddenly seem to have tripled in value.
- 2. Package Holidays rule!** A package no longer has to mean you are herded into a one-size-fits-all bucket & spade holiday. A package simply means that you book the main components of your holiday at the same time, thus activating Package Travel Regulations. This gives you protection and peace of mind that if one component fails (either by an airline going bust, or hotel closing for good) you are entitled to a refund.
- 3. Book it yourself, you're on your own.** We had a good 20 years of DIY online bookings working very well on the whole. The idea of a Travel Agent became out of date - a bit Retro. But along came Covid, and most people who had booked a flight on one website, hotel on another... found it very difficult to get any help. Busy call centres, phone lines switched off, offices empty with all on furlough or redundant. People had to reluctantly agree to vouchers, or worse, just watch their original planned travel date come and go and just hope someone somewhere had picked up the email. Volia, the trusted Travel Agent is back in favour, modernised, with the best tech and most caring manner.
- 4. We need it.** 10 months into working from home, homeschooling, furlough or redundancy... no social gatherings, unable to celebrate that big birthday with the ones you love. Some of us have adapted, some of us have suffered. Most of us (if not all of us) quietly resolve that as soon as we are allowed, we will take that holiday... buy the dress, eat the cake. It's not the things we miss, as much as the people. And places. Getting out of your hometown, in fact scrap that, getting out of your HOME, is something we need to do for our wellbeing.

Jenny Igoe
Travel Counsellor
0203 627 2660 or 07590 828450
www.travelcounsellors.com/jenny.igoe
jenny.igoe@travelcounsellors.com

With us... it's personal
@jenns_travel_inspo



FOOD & DRINK

DELIVERY BOYS' REVIEW

We check out the local restaurants & eateries

By John McBurney & Andrew Martin

with... SPICE LOUNGE

Five Indian Cuisine



The Spice Lounge in Langford officially opened its doors for business on 7th July 2019 and by all accounts there was an eager crowd of people queuing outside to get in. If customers are keen to eat there then it is a definitely a destination for the delivery boys.

We arrived at the restaurant on Friday evening at around 5.30pm with typical heavy appetites after a long day of delivery. There is a nice big car park available for customers so there's no hassle trying to find a parking space. We entered through the main door and received a friendly welcome from the staff. The restaurant was already fairly busy and we were seated at a nicely laid table, with stylish, vivid coloured chairs. The decor inside is clean and fresh, contemporary in style, with subtle colour lighting creating a warm and relaxed, almost exotic atmosphere.

We soon had menus at hand and shortly after popadoms and a delightful looking pickle tray arrived. The secret here is to avoid ordering too many popadoms, it's vital to keep space for mains. The pickles were lovely, we particularly enjoyed the red onion salad. With the popadoms demolished, it was now time to peruse the menu, which offered a comprehensive choice of familiar, traditional dishes, a range of tandoori, Biryani and Seafood dishes, but also a good selection of Speciality

Our orders were soon taken and whilst we waited we quenched our thirst.

Soon enough our starters arrived. Andrew devoured his Kebab Taste, succulent chicken pieces tossed in a wok with mouth-watering sauce and spices. John opted for the Salmon Tikka, big chunks of fish in a delicious marinade. Still room for a main course? You bet yer!

Whilst we waited we chatted to Ali, the owner, who told us that he has been overwhelmed by how well the launch of the restaurant has gone and very happy that the new venture has received such a warm reception from local people in Langford and surrounding area. He explained that the restaurant used to be a pub called The Wrestlers, but like so many village pubs it closed down in 2018, however, the building was designated as an 'Asset of Community Value' and it is great to see that

This Month's Review
The Spice Lounge
126 Church St, Langford, SG18 9NX
01462 700500

KIDS GOT TALENT

For the full interview, visit the blog on LivingLife's website

NAME: BEN HODGSON
AGE: 14
FROM: SHEFFORD

Q: Briefly explain your talent
A: Clay target shooting. It is in the name, you shoot moving clay targets out of the air with a shotgun, but it is more than that, you make friends while you are doing it and it also clears your brain during your time shooting which allows you to focus on what you are doing.

Q: How did you get involved in clay target shooting?
A: I got involved with clay target shooting a year and a half ago when we got two new dogs and we wanted to train them to be gun dogs. My dad said that if they get fully trained then it would be good to be able to shoot ourselves. So, my dad looked around and found 'Chickensands Clay Target Shooting Club' and he went along to about 2 or 3 sessions. He asked if I could come along and we thought they were going to say 'No, it has to be 18+', but they didn't, instead they said that they welcome everybody to come along and give shooting a go. After that we really got into it and ended up getting our shotgun licences and buying a gun.

Q: Who is the best shooter, you or your dad?
A: I would like to say I am better than my dad and I am pretty sure I am because I usually beat him, but to be honest we are pretty much the same as there is only ever one or two points in it, and this is what makes it fun, I really want to beat him and he really wants to beat me. But if I had to say me or him, I would choose me because I win a lot more than he does.

Q: What is the most challenging aspect?
A: The most challenging aspect of clay target shooting is getting used to new traps that you have not seen or practiced on before. This is what Chickensands is good at, every time I go there is always at least one new trap either facing another direction, or going long or short, it makes you realise that the smallest differences can really put your shooting to the test.

Q: Any advice or tips for anyone wanting to get involved in clay target shooting?
A: Don't be scared. When I first started, I was really conscious that other people were hitting more than me and that they all had their own gun. But I soon realised that nobody judges you and they are always willing to help. This allowed me to focus on getting better which boosted my confidence at shooting.

DOES YOUR CHILD HAVE AN AMAZING TALENT?
IF SO, PLEASE GET IN TOUCH AT ADMIN@LIVINGLIFEMAGAZINE.CO.UK

SCENE BY YOU

Your chance to share your favourite photos

Submit your photo for the next edition
www.livinglifemagazine.co.uk/myphotos



A big thanks to this month's submissions

1. Dragan Marjanovic
Lovely Sunrise
2. Chris Mills
Robin in Full Song
3. Nathan O'Donoghue
Rowney Warren Woods
4. Linda Parcelle
Mad March Hare
5. Nisha Clarke
Seeing Each Other's View

Some of our Regular Features

Money Matters

Economy on the brink?

This month, Living Life's FocusOn feature is Money and Finance. As a reader, you may have investments tucked away in pension funds with little knowledge of how much money is in your pension pot. If you do know the amount, do you know what type of investment your funds are in?

Are they in property, gold, shares or perhaps a mixed bundle of different types of investment? Where ever your money is, you need to know. Why? Because according to a recent editorial in the Financial Times (19th October) the global economy is teetering on a precipice, as trade wars (think Trump and China) push the world economy to the brink. The brink of what? The brink of recession and a stock market upheaval that could cost you thousands of pounds in losses in your pension funds. Or course you won't feel anything right now so perhaps it doesn't really matter? Of course you took note over a year ago when I warned of this very thing coming upon us. What did those who had ears to hear do? They moved their money into low risk fixed interest funds. The funds grew by between 8% to 10% in 12 months. You could

Are you a financial friend? Your Financial Friend

If you have questions that you need answered, or if you have savings and investments you wish to discuss, contact Robert at robert@financialfriend@gmail.com

Robert is a qualified financial adviser and a simple expert who has made you along the way

Leaflet Design, Print & Delivery

Did you know we also offer a leaflet delivery service along with the magazine. This is a great way for you to get a specific or time sensitive message out to your audience. Delivered with the magazine means leaflets are not crumpled or damaged upon delivery.

We have years of experience designing, printing and distributing leaflets for our clients, as such can help you every step of the way.

A great feature of our service is you can pick and choose the areas you want your message to go to, with our simple online booking form.

Delivery per 1000

£40

Delivering to
the whole area?

-10%

Local Case Study

We worked with a local Window Cleaner starting up in the area, he wanted a simple design that reached out to his audience with a QR code to his Facebook page.....

His Investment?

Artwork Design (per side) - £40

Printing (A5, Double Sided 150gsm Silk)

10,000 - £92.50

Delivery (1st month delivered 3,000) - £120

for this client will now deliver 1000 leaflets each month over the next 7 months

***Print costs can vary subject to specification**



Are you a small business? We have the solution

Check out our cost effective leaflet package



Small Business Monthly Leaflet Package

Leaflets are a very effective marketing method, if done consistently with the right message to your target audience. Our unique **Small Business Leaflet Package** is designed so we deliver your leaflet to 4000 homes (1000 per month) with 3 repeats a year to the same household. The beauty is the entire process managed in house so you can work your business.

Step 1

**Upfront
£60**



We work with you to design your A5 Double Sided leaflet, following your brief and our marketing knowledge to get the best engagement.

Step 2

**Upfront
£140**



We send your approved artwork off for high quality print, this gets processed and delivered to us for storage. Total print 12,000

Step 3

**Monthly
£45**



We manage distribution for you, sending out 1000 leaflets per month to a total of 4000 homes, then re-target the same properties 3 times in the year (statistics show this gets the most return on investment)

Initial charge of £225, covers design, print & 1st month delivery. 11 subsequent payments of £45 paid by Direct Debit. Pick & Choose your delivery area from our 16,000 monthly coverage. Stop or pause your delivery at any time you wish.



Online Services

At LivingLife we understand the value of online marketing as well as a printed publication. Proud to introduce our brand new business directory to our website. A great way of promoting your business online to your target audience and compliment your current advertising with us.

- 1000s of unique visitors per month - from the local area
- Updated regularly with the latest online version of the print magazine
- Blog posts driving more traffic and interest from readers
- Instantly gives your business credibility
- Continually growing social media presence with links to the website

Advertiser
Homepage

Premium
Listing

Premium Listing

COMPLETE
Property Photography

Complete Property Photography

Free consultation worth £50

John McBurney
07958 555536

[READ MORE](#)

Premium Listing

The Aloe Vera Company

Forever Living

Free delivery on all orders over £50 during Covid-19

Andrew Martin
07957 333226

[READ MORE](#)

Standard
Listing

THE GARAGE
SHEFFORD

The Garage Shefford

Emily
01462 555555

[READ MORE](#)

SPICE LOUNGE
Fine Indian Cuisine

Spice Lounge

Ali
01462 222222

[READ MORE](#)

WILL TRUST & PROTECT

Wills Trust & Protect

John
01462 222222

[READ MORE](#)

TJ PLUMBING SHEFFORD
tjps.co.uk

TJ Plumbing Ltd

Terry
01462 999333

[READ MORE](#)

Bathroom Vogue

Bathroom Vogue

Bob
01462 666666

[READ MORE](#)

Example
Listings

Rotating
Banner

On Every
Page

A big thank you for all the support from our advertisers



The online services to back up the message

Check out Premium ↓

Online Services

We offer two types of listing to give you the ultimate freedom and choice. Check out the features below.

Don't forget all advertisers get a FREE standard listing.

Standard Listing

- Listed on the Advertiser page
- Logo displayed on homepage (rotating)
- More info page, logos, headshot & contact details
- Upload company video
- Description on what you do (30 words)
- Direct link to your website and social links

Included Free with all Full Adverts

Premium Listing

- Listed on the Advertiser page (at the top)
- Listing displayed on homepage (rotating)
- Logo displayed on homepage (rotating)
- More info page, logos, headshot and contact details
- Upload company video
- Description on what you do (30 words)
- Direct link to your website and social links
- 5 x bulletpoint listings
- Link to a case study page inc 3 images and text
- Display a monthly offer or promotion
- Promoted once a month on our Facebook Page

£9 per Month (paid Annually)
£15 per month (paid Monthly)

Case Study

Back to All

Mary's property sale in Hatfield December 2019

Aerial drone photography for Estate Agents is a vital tool in effectively marketing properties. It is the best way to provide more visual impact for something big, like a house. If part of the appeal of a house is its size and the grounds, then communicating that in a single sweep is paramount. In a competitive market you need to set yourself apart from the competition and a Professional Property Video can give you that edge. Stunning HD quality video that perfectly showcases the unique details of your property to create the ultimate marketing package. It is always worth remembering that your target audience is more likely to take action after viewing.



Premium Listing

Premium Advertiser

Complete Property Photography 07958 555536



- Professional Photos
- Excellent service
- Video Tours
- Photo Correction
- Drone Photography

Complete Property Photography provide a wide range of digital media services to help estate agents and property developers successfully market homes. Each of our services has been introduced and fine tuned, based upon our customers' feedback and specific needs. We pride ourselves in offering both the highest quality services and cost effective pricing, together with outstanding levels of customer service.

We're approachable, yet always professional. We're reliable, consistent and each of us has a genuine desire to exceed your expectations.



John McBurney



LivingLIFE Exclusive Reader Offer

Free consultation worth £50

Case Study

Back to All

Featured Advertiser



Complete Property Photography

Free consultation worth £50

READ MORE



07958 555536

John McBurney

Front Page Banner Ads

Getting your message out in front of your target audience is not easy in today's fast paced world. In order to spotlight out our regular advertisers, we have introduced our 'Front Page Banner Ad' With only 12 spots per year, a maximum of 3 bookings per advertiser and exclusively available to existing advertisers only, this is for sure, the way to stand out in the crowd.



Recent Examples

Your Trusted Local No. 1 Sales & Lettings Agent
Thank you to everyone for trusting us throughout the pandemic
Please call 01462 659730 for your FREE valuation

First Step

WM GARDENS & LANDSCAPES
07934 940023
For all your local groundwork needs, give Will a call for a free, no obligation quote.
Based locally. No job too big or too small. P13 for details

GL GLOBE
HOME IMPROVEMENTS

A Window, A Door,
And so much more.

FENSA
Registered Company
Find us on P15

www.globehomeimprovements.co.uk

TNM
Property Services

Kitchen & Bathroom Specialists
✓ Fully Insured
✓ Quality Finish
✓ Free Quotes
Whatever your style, we'll help you achieve it!

Visit our Showroom
24 High St, Shefford
Full details on P7

Proud members of
Checkatrade.com
Where reputation matters

Price includes artwork design & preparation.

Please get back to Andrew to book your month today. Subject to availability

Artwork Requirements

ARTWORK - CLIENT SUPPLIED

Bookings can be made up to the copy deadline date for each issue, but the earlier you book the more likely you are of guaranteeing the space you want.

Artwork and imagery must be supplied as a PDF or high resolution JPEG with a minimum of 300dpi to ensure quality in print reproduction.

Full page artwork must be submitted with a minimum 3mm bleed.

WE RECOMMEND A 1PT BORDER ON ALL ARTWORK (AS BACKGROUND PAGE WILL BE WHITE)

ARTWORK - CREATED FOR YOU

If you do not have artwork, we can help. All you have to do is provide the copy and imagery and we'll do the rest. A proof will be provided for approval.

We will require:

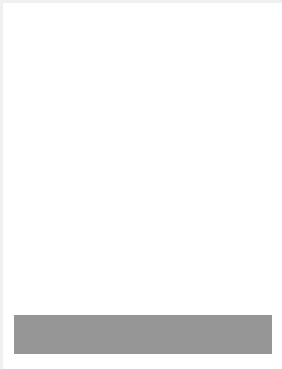
Your company logo (resolution 300dpi, or best quality you can)

Advertisement copy, so what you want to say

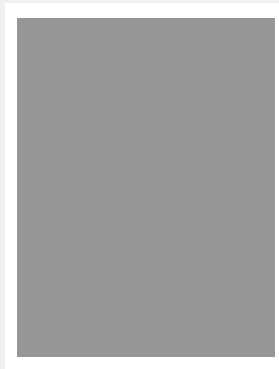
Contact details/website/social links

Any 'Call to Actions' (e.g. offers, discount codes etc)

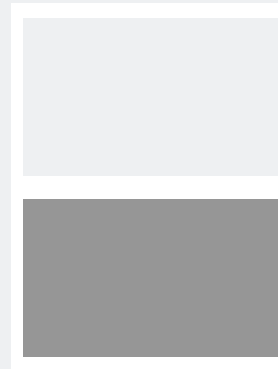
Idea of the 'look & feel' of your advertisement. (or just leave it to us)



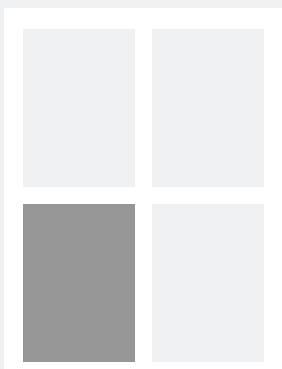
FRONT PAGE BANNER
145mm wide x 22mm high
Border - 1px



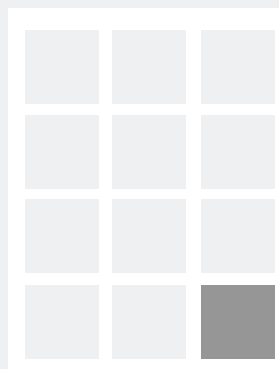
FULL PAGE
138mm wide x 197mm high
Border - 1px



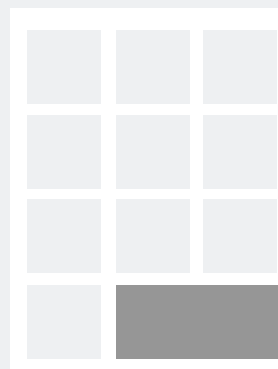
HALF PAGE
138mm wide x 96mm high
Border - 1px



QUARTER PAGE
66mm wide x 96mm high
Border - 1px



STANDARD DIDDY AD
41mm wide x 44mm high
Border - 1px



DOUBLE DIDDY AD
88.5mm wide x 44mm high
Border - 1px

COPY DEADLINE DATES:

We require print ready artwork by 10th of the Month prior to print.
e.g. June Edition - Artwork required by 10th May