



Local Life

MORE THAN JUST A MAGAZINE!

It Just Works.

More than just a magazine.

Local Life is more than just a digest-sized, advertising magazine that is mailed free to the residents of Burleson, Joshua, Crowley and South Fort Worth. We are the #1 advertising tool for businesses in the area.

Each month, we also provide timely and relevant features in our magazine to help and engage our readers.

We have a strong and visible presence in our community and sponsor or participate in many area public events.

We are active on social media and have a large social reach on Facebook, Twitter and Instagram.

Our mission statement: We create a quality product every month that works. We will also guarantee we will be easy to work with. *Local Life* readers are a targeted market of both men and women from 20-65 years of age who reside within the specific mailing area. We also have a great website as well as a strong social media presence.

Local Life — It just works!

More than just a magazine.

We have a wide reach.

Local Life magazine reaches more than

115,000

readers every month

Print Magazine

mails to **32,000**
homes and businesses
each month

Newsletter

over **700** Businesses
and employees
each month

Social Media

reaching over **20,000**
social media feeds
each month

Website

with easy-to-use
Online Coupons

More than just a magazine.

We represent a dynamic community.

Average age

35-54

24% 35-44
26% 45-54
24% 55-64

Female readers

70%

Male readers

30%

Average annual household income

Reader Demographics	Market Demographics
13%	14% \$35,000-\$49,999
24%	21% \$50,000-\$74,999
21%	16% \$75,000-\$99,999
13%	10% \$100,000-\$124,999

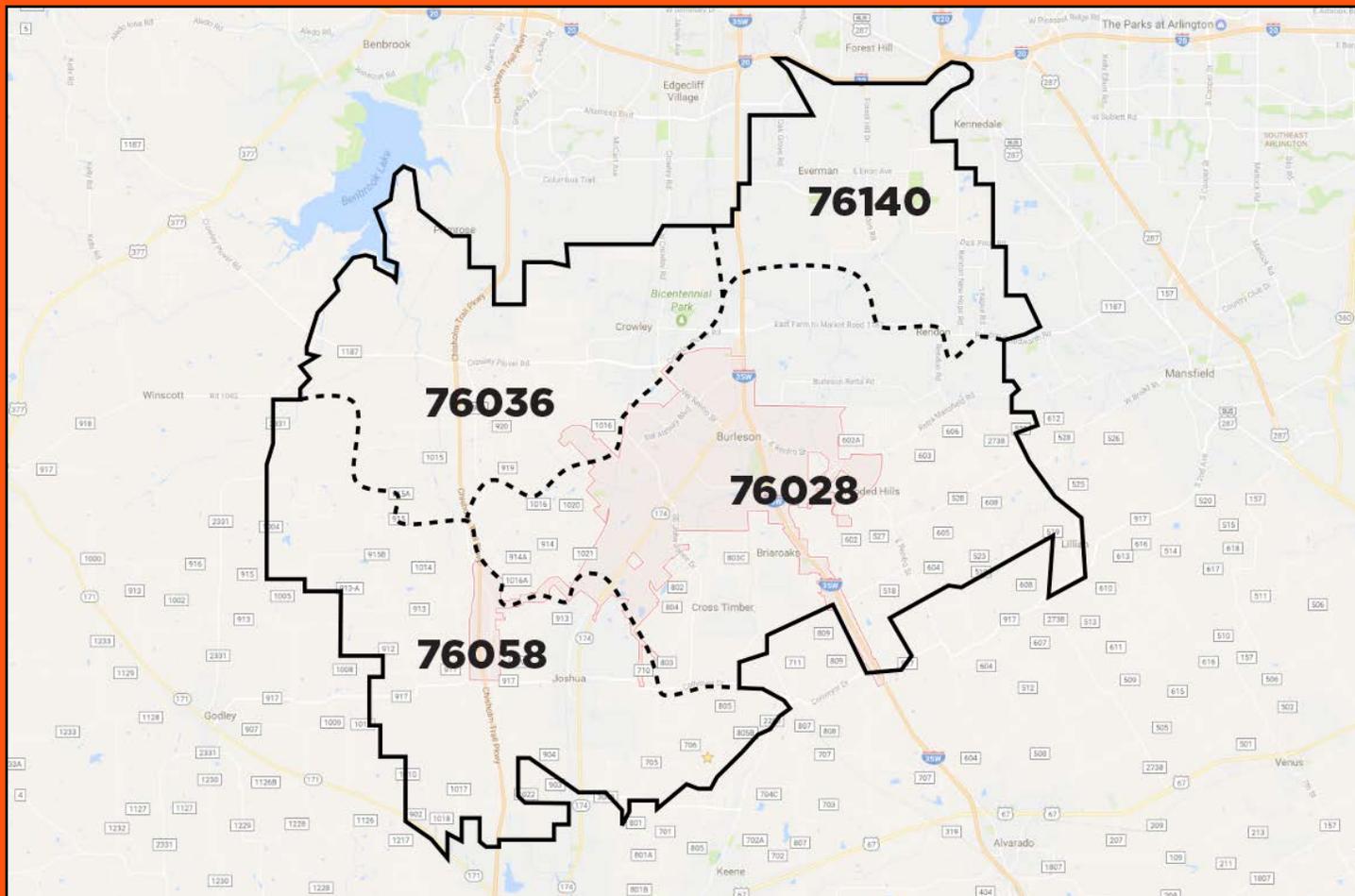
Attended college

65%

Reader Demographics	Market Demographics
35%	36% Some college
24%	15% Graduated college
6%	6% Post-grad degree

We're In Your Mailbox.

The *Local Life* mailing area includes select homes and businesses in the cities of: Burtleson (76028), Crowley (76036), Joshua (76058) and South Fort Worth (76140).



More than just a magazine.

We drive sales.

74%

of readers surveyed confirm purchasing products or services
from ads seen in *Local Life* Magazine.

More than just a magazine.

We're connected with your potential clients

Our readers have indicated direct intention to purchase products and services in the following categories:

Home & Garden

49%

- Furniture/Home Furnishings
- Major Home Appliance Purchase
- Lawn & Garden Supplies
- Home Improvements/Supplies
- Cleaning Services
- Home Heating & Air Conditioning
- Carpet/Flooring
- Lawn Care Service (Maintenance & Landscaping)

Dining & Entertainment

81%

- Dining & Restaurants
- Vacations/Travel

Shopping & Retail

68%

- Women's Apparel
- Men's Apparel
- Children's Apparel
- Pet Supplies/Veterinarian
- Computers, Tablets or Laptops
- Television/Electronics
- Cell Phone/Smart Phone
- Florist/Gift Shops
- Jewelry

Professional Services

48%

- Tax Advisor or Tax Services
- Financial Planner (Retirement, Investing)
- Real Estate
- Legal Services
- Childcare

Health & Medical

68%

- Physicians
- Pharmacist or Prescription Service
- Health Club or Exercise Class
- Athletic & Sports Equipment
- Chiropractor
- Weight Loss

Automotive

44%

- New or Used Automobile, Truck or SUV Purchase
- Automobile Accessories (tires, brakes or service)

More than just a magazine.

We drive sales.

“Our orthodontic practice began advertising with *Local Life* when we opened our Burleson location several years ago. Advertising in *Local Life* has helped grow our practice with consistent new patients every month mentioning the ad, and has helped us establish a community presence with the opportunity to participate in the various events they feature throughout the year. Tiffany has always been amazing to work with! No other direct marketing has given us the kind of return that *Local Life* has. We appreciate how hard they work for our business and the community!”

Amber Awe
Office Manager - Burleson
Orthodontics by Birth, Stewart & Fletcher

“There is a big difference in a business owner and an entrepreneur. A huge factor in success is how you market. You can have the best idea or a fabulous product, but until you tell the world about it, it’s just an idea or product. Successful business comes from marketing yourself and your business. *Local life* has helped me do that for 10 years.”

Adrienne Argumaniz
The Ritz Salon and Spa

“*Local Life* is one of our best forms of advertising. We have customers tell us all of the time that they saw our ad in *Local Life* magazine. It is advertising money well spent.”

Wayne Shamblin
Burleson Outdoor Power

“We love that *Local Life* not only provides the community with great information about local businesses, but each issue they are capturing the reader’s attention with editorials that are fun and relatable. This is one of our favorite advertising tools to connect with the surrounding area! Tiffany and her team are great to work with. Thanks *Local Life!*”

Bonnie Mays
Communications Director
Pathway Church

More than just a magazine.

We drive sales.

“*Local Life* is a great magazine for my small business. Their reasonable rates allow me to advertise my nursery even during our slow season. Thanks, *Local Life!!!* Good job.”

Scott Peterson
The Roots Garden Center

“*Local Life* has been a huge help in getting my name and face out in the community after taking over my agency when my Dad retired last year. People have called, come by our office and stopped us around town saying they saw us in the *Local Life Magazine*. This has been a wonderful marketing tool for us. I highly recommend them for any advertising needs.”

Sara King
Farmers Insurance Agency
Agency Owner

“Fun, informative, and a great little local magazine. I like the fact that this isn’t a big bulky magazine. The articles are fun and informative. The coupons are great! I really appreciate everyone that is involved with this magazine. I have been blessed many times by *Local Life Magazine!*”

Heather Green
Local Life Reader

“Tiffany has been great to work with as a new business owner in the Crowley, Burleson, Joshua area. She knows her audience and willing to really help develop an ad that speaks to her readers and most importantly helps grow my business. She has both a online, print and visible presence in this community and is truly a believer in helping to cultivate my brand awareness and obtaining the most coveted type of advertising— “a great word of mouth referral.””

Daniel Furney
Owner
House of Air Trampoline and Ninja Park

More than just a magazine.

We drive sales.

“*Local Life* is one of our go-to forms of advertising each month. It is targeted to the families we serve in our community, and they are big proponents and promoters of local businesses. If you have a business or organization that operates in the Burleson and Crowley communities, I would highly encourage you to check out *Local Life* to increase your reach!”

Brandon Pettke, D.C.
Lone Star Progressive

“Tiffany at *Local Life* has helped me with my advertising needs for years and is a Champion for Burleson Businesses! Alpha and Omega Pest Control owes her a debt of gratitude for all that she does and I would strongly suggest that every business in town take advantage of her marketing skills and begin advertising in *Local Life* magazine! Thank you, Tiffany!”

Tim Davis
Alpha and Omega Pest Control

“*Local Life* gives me the ability to reach a broad area and get results!! So many patients remark that our Ad brought them in to see us! Tiffany and the staff at *Local Life* are wonderful!”

Dr. Cynthia English

“I receive *Local Life* in the mail. I really enjoy the magazine. The only thing that I see is we would like to have more coupons for restaurants and different things, as we don't get the Valpak which is in Tarrant County and this would really help us out a lot.”

Betty M.
Local Life reader

2019 Editorial Calendar

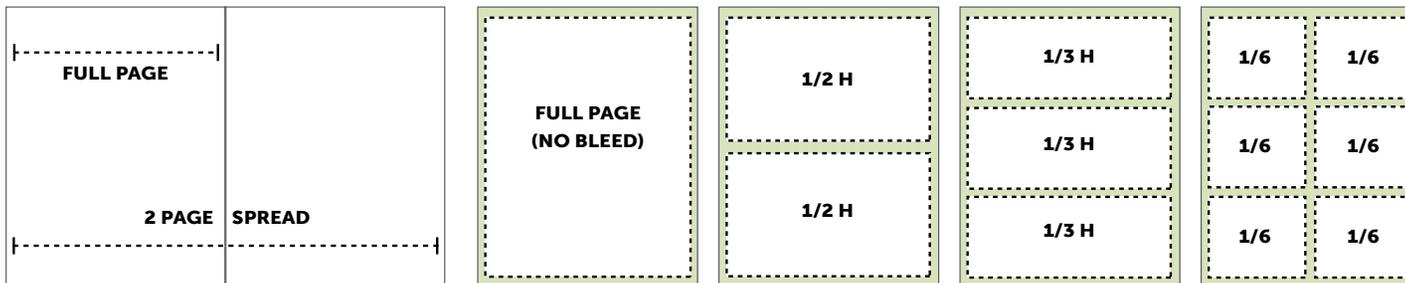
MONTH	FOCUS	END OF SALES/ADS DUE
January	Goal Setting for 2019	December 16
February	Annual Hometown Real Estate Guide	January 23
March	Home and Garden	February 19
April	New Beginnings	March 25
May	Hot Fun in the Summertime Calendar	April 23
June	Kids' Entertainment	May 20
July	Proud to be American, Proud to be Local	June 21
August	Back to School	July 24
September	Annual Medical Issue	August 22
October	Eats and Entertainment	September 20
November	Be Thankful, Give Back, Bless Others	October 23
December	Hometown Christmas	November 18

MONTH	PROMOTION	
February	Beautiful Baby Contest (Facebook)	Month-long
March	Pub Crawl by Local Life	
May	Local Love Voting for Kid's activities	
September	Local Love Voting for Favorite Local Restaurants	
October	Pooch Parade	

Local Life Rate Sheet

AD SIZE	RATES & CONTRACT DISCOUNTS:	1X	3X	6X	12X	COST PER HOUSEHOLD
1/6 PAGE Restaurants only		\$250	\$230	\$220	\$200	(\$0.005/household)
1/3 PAGE		\$440	\$425	\$410	\$395	(\$0.009/household)
1/2 PAGE		\$685	\$660	\$630	\$605	(\$0.009/household)
FULL PAGE		\$1200	\$1155	\$1100	\$1055	(\$0.015/household)
INSIDE BACK COVER		\$1355	\$1300	\$1255	\$1200	(\$0.03/household)
INSIDE FRONT COVER		\$1455	\$1400	\$1355	\$1300	(\$0.031/household)
BACK COVER		\$2300	\$2200	\$2100	\$2000	(\$0.05/household)
SPREAD (2 PAGES) Add \$200 for centerfold placement		\$2000	\$1965	\$1905	\$1855	(\$0.045/household)

Ad design and full color is included in the above pricing. All prices are per month. Discounts on 3, 6 or 12 month contracts only.



Media Guidelines

AD SIZE	DIMENSIONS (w x h)	PIXEL DIMENSIONS (w x h)
1/6 SQUARE	2.313" x 2.313"	695 x 695 pixels
1/3 HORIZONTAL	4.75" x 2.5"	1425 x 750 pixels
1/2 HORIZONTAL	4.75" x 3.825"	1425 x 1150 pixels
FULL PAGE (no bleed)	4.75" x 7.75"	1425 x 2325 pixels
FULL PAGE (includes bleed)	5.5" x 8.625"	1650 x 2590 pixels
INSIDE COVERS (includes bleed)	5.5" x 8.625"	1650 x 2590 pixels
BACK COVER (includes bleed)	5.5" x 8.625"	1650 x 2590 pixels
SPREAD (includes bleed)	10.75" x 8.625"	3225 x 2590 pixels

LOCAL LIFE AD SPECS

FILE FORMATS: Please supply a PDF saved with Adobe's **PDF/X-1a:2001** settings or **Press Quality** settings. No bleed on any of our inside ads. You can also provide a high-resolution TIFF or JPG file.

IMAGE SPECS: For placed images or for ads created in Photoshop, we prefer 300 dpi image resolution at print size. Minimum image resolution we accept is 200 dpi at print size in most cases. Please use large source images in your file as the only thing rezzing up a file does is

make it look soft and fuzzy in most cases. If an image has text or detailed line art, we may bounce it back to you if it isn't going to look good.

BLEED SPECS: A full page, full bleed ad for inside covers only is 5.25" wide x 8.375" tall trim size. Please add an additional 0.125" bleed outside all four trims. Please keep any important text inside the page at least 0.1875 away from trim.

TO SEND US FILES, you can email them to us, send us a Dropbox or Google Drive link.

FILE TOO BIG TO EMAIL? No problem! Here's a link to our client uploader where you can safely upload any file to us - large or small.

<https://typeadesign.com/upload-a-file/>
(When prompted, the password is: graphic94)

Please be sure to name your file clearly so we know who the file came from. We'll email you confirmation when we receive the files. Let me know if you have any questions or problems. Thanks!

Get In Touch.

We are your connection to more than

115,000

potential clients.

Local Life reaches over 100,000 people each month!

- ◆ Nearly 32,000 homes in 4 Zip codes reached each month
- ◆ Largest circulation in the area
- ◆ Many ads less than a penny per copy

Call Tiffany Griffin

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email: tiffany@locallifetx.com