



**Local Life**  
MORE THAN JUST A MAGAZINE!

**It Just Works.**

# Local Life is the #1 advertising tool for businesses in the area.

## LOCAL

Our team lives here, works here, plays here.

### PERSONALIZED SERVICE

There is no cookie cutter marketing in Local Life. We get to know you and your business and make it work for you.

### FUN

Our team has fun at our job and it carries over into our work. We love what we do and it shows!

### PROFESSIONAL

Our team consistently develops our skills and knowledge to stay on top of the marketing game. We stay connected with people in various fields so we can offer a full range of services.

### EASY TO WORK WITH

We pride ourselves on our relationships with our clients. Every member of our team is approachable and personable.

### COMMUNITY INVOLVEMENT

Our team is engaged in what is going on in the community and have great relationships with the people here.

### FULL SERVICE MARKETING

Local Life is more than just a magazine! To be successful in business, marketing has to be diversified. For 12 years we have mailed out a digest sized, advertising magazine for free to Burleson and the surrounding area. Local Life also offers full service social media management for any platform. In addition, we offer website design and management, consulting, print and design and so much more!

# More than just a magazine.

## We have a wide reach.

*Local Life* magazine reaches more than

# 109,600

readers every month

### Print Magazine

mails to **25,600**  
homes and businesses  
each month

### Newsletter

over **700** Businesses  
and employees  
each month

### Social Media

reaches over **7,600** users  
in social media feeds  
each month

### Website

with easy-to-use  
Online Coupons  
reaches over **1,370** users  
each month



**More than just a magazine.**

We love our community.

## Local Love

Local Love is a physical and web-based listing of the favorite local businesses in various industries. Throughout the year, members of the community nominate their favorite businesses, which will be considered along with *Local Life's* favorites. The lists are featured in *Local Life Magazine* and on *Local Life's* website. Winners also receive a physical recognition of being a Local Love business as well.

### 2020 Industries:

**FEBRUARY: Real Estate**

**MARCH: Home Services**

**JUNE: Looking Your Best**

**SEPTEMBER: Medical**

**DECEMBER: Boutiques and Photography**

# 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

# 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.

74%

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

# More than just a magazine.

## We drive sales.

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“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**

“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**

“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**

“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**



# 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**

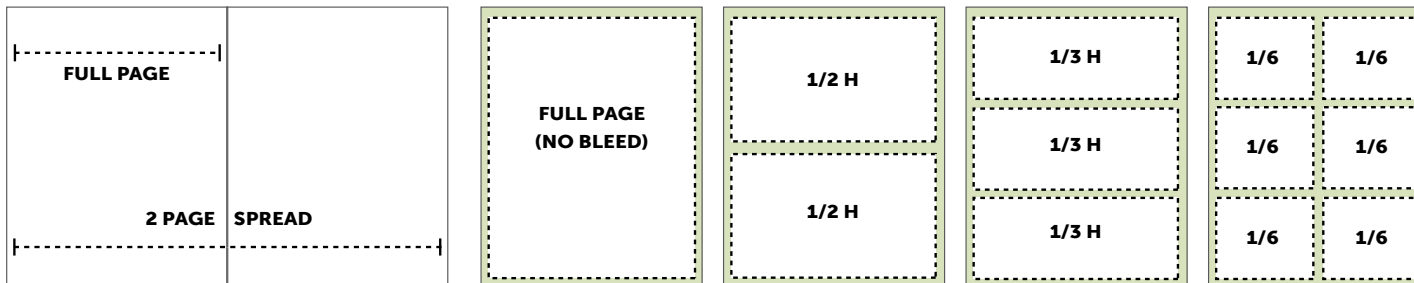
# 2020 Editorial Calendar

MONTH	FOCUS	HOLIDAY/EVENT	LOCAL LOVE	SPECIAL EVENT
January	Goal Setting for 2020	New Year		
February	Annual Hometown Real Estate Guide	Valentine's Day	Real Estate	
March	Home and Garden	Spring Break		Pub Crawl
April	New Beginnings	Easter (April 21)		
May	Hot Fun in the Summertime Calendar	Mother's Day/ Prom/ Graduation		
June	Beautiful Inside and Out	Father's Day	Looking Your Best	
July	Proud to be American, Proud to be Local	Independence Day		
August	Back to School			
September	Annual Medical Issue		Medical	
October	Eats and Entertainment	Halloween	Restaurants	Pooch Parade
November	Be Thankful, Give Back, Bless Others	Thanksgiving		Wine Crawl
December	Local Christmas	Christmas	Boutiques and Photographers	

# Local Life Rate Sheet

AD SIZE	RATES & CONTRACT DISCOUNTS:	1X	3X	6X	12X	COST PER HOUSEHOLD
<b>1/6 PAGE</b> Restaurants only		\$250	\$230	\$220	\$200	(\$0.005/household)
<b>1/3 PAGE</b>		\$440	\$425	\$410	\$395	(\$0.009/household)
<b>1/2 PAGE</b>		\$685	\$660	\$630	\$605	(\$0.009/household)
<b>FULL PAGE</b>		\$1200	\$1155	\$1100	\$1055	(\$0.015/household)
<b>INSIDE BACK COVER</b>		\$1355	\$1300	\$1255	\$1200	(\$0.03/household)
<b>INSIDE FRONT COVER</b>		\$1455	\$1400	\$1355	\$1300	(\$0.031/household)
<b>BACK COVER</b>		\$2300	\$2200	\$2100	\$2000	(\$0.05/household)
<b>SPREAD (2 PAGES)</b> 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)
<b>1/6 SQUARE</b>	2.313" x 2.313"	695 x 695 pixels
<b>1/3 HORIZONTAL</b>	4.75" x 2.5"	1425 x 750 pixels
<b>1/2 HORIZONTAL</b>	4.75" x 3.825"	1425 x 1150 pixels
<b>FULL PAGE</b> (no bleed)	4.75" x 7.75"	1425 x 2325 pixels
<b>FULL PAGE</b> (includes bleed)	5.5" x 8.625"	1650 x 2590 pixels
<b>INSIDE COVERS</b> (includes bleed)	5.5" x 8.625"	1650 x 2590 pixels
<b>BACK COVER</b> (includes bleed)	5.5" x 8.625"	1650 x 2590 pixels
<b>SPREAD</b> (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

# 109,600

potential clients.

*Local Life reaches over 100,000 people each month!*

- ◆ Nearly 25,600 homes in 3 Zip codes reached each month
- ◆ Largest circulation in the area
- ◆ Many ads less than a penny per copy

Call Tiffany Griffin

**(817) 937-2360**

email: [tiffany@locallifetx.com](mailto:tiffany@locallifetx.com)