

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 consistently develops our skills and knowledge to keep on top of the marketing trends.

### 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 over 14 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!

# We have a wide reach.

How does *Local Life* magazine reach more than

# 109,600

readers every month?

**PRINT** **30,930**  
**MAGAZINE** PRINTED COPIES

**30,870**

direct delivery to mailboxes  
in Burleson and Joshua  
each month

Copies set out at  
local business and  
waiting rooms

Ad or event posted  
on *Local Life*  
social media

Digital version  
delivered to over  
**4,000**  
inboxes each month

The only local publication  
to offer  
**LOCAL LOVE VOTING**  
(Best of the Best)

We put on 4 large  
community events  
each year

# Why Do Magazines Still Work?

Magazines have loyal readers. When readers pick up a magazine, they are more likely to take in the information instead of scrolling past it. Printed material isn't cheap so if a business is able to advertise in print, readers believe they are more credible. You can also target your local community.

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 drive sales.

**74%**

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

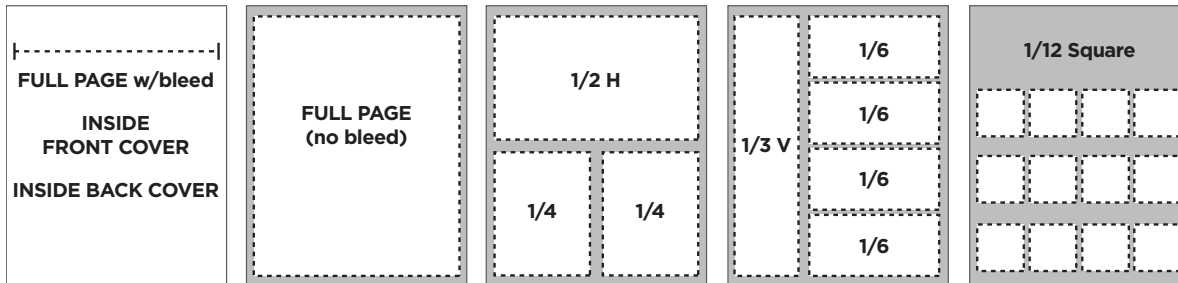
# 2022 Editorial Calendar

MONTH	FOCUS	HOLIDAY/EVENT	LOCAL LOVE <i>(results published)</i>	SPECIAL EVENT
January	A Life Full of Health	New Year	Gyms	
February	Real Estate Guide	Valentines Day	Real Estate	
March	Women in Business	Spring Break		Pub Crawl
April	Home & Garden	Easter	Home Improvement Services	
May	Summertime Fun	Mother's Day/ Prom/Grad	Pet Services	
June	Beauty	Father's Day	Beauty	
July	Proud to be an American	4th of July		4th of July Celebration
August	Back to school			
September	Annual Medical Issue		Medical Services	
October	Shop Local	Halloween	Retail	Harvest Moon Festival and Pooch Parade
November	Restaurants and Eateries	Thanksgiving	Restaurants	
December	Shop Local	Christmas		Holiday Market

# Local Life Magazine Rate Sheet

AD SIZE	RATES & CONTRACT DISCOUNTS:	1X	3X	6X	12X
<b>Front Cover plus Feature Story</b>		3000			
<b>Second Cover</b>		1950	1800	1655	1505 per month
<b>Back Cover</b>		1975	1825	1775	1650 per month
<b>Inside Front Cover</b>		1700	1550	1550	1310 per month
<b>Inside Back Cover</b>		1650	1500	1430	1260 per month
<b>Full Page</b>		1550	1400	1280	1160 per month
<b>Half Page</b>		820	765	710	655 per month
<b>1/3 Page Vertical</b> Limited Availability				610	575 per month
<b>1/4 Page</b>		650	630	595	540 per month
<b>1/6 Page</b>		450	435	420	355 per month
<b>1/12 Page Square</b> Restaurant Only				250	200 per month

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.



# Digital Social Media Ads

These ads are run directly from your ads manager account with Facebook or Instagram.

AD TYPE	RATES & CONTRACT DISCOUNTS:	1X	3X	6X	12X
15 Day Ad		500	470	435	400 per month
20 Day Ad		920	880	840	800 per month
30 Day Ad		1325	1275	1225	1175 per month

## What You Get:

- ◆ Even more reach with targeted audience on social media
- ◆ Engagement and Likes increased on your social platforms
- ◆ We will create a graphic that will match your current ad campaign and get approval from Facebook.
- ◆ We monitor the ad and make sure the price-per-click is staying low.
- ◆ We will answer questions/provide information to potential customers so you are free to manage your business
- ◆ We become familiar with your social audience – who their audience is and what they interact with
- ◆ Report provided once ad run has ended.

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>MAGAZINE TRIM SIZE</b>	<b>8" X 10.5"</b>	
<b>Full page with bleed</b> Trim Size: 8" x 10.5" plus an additional 0.125" bleed on all 4 trims Live Area: 7.5" x 10". No critical text or elements within 0.25" of trim.	8.25" x 10.75"	2475 x 3225 pixels
<b>Full page, no bleed</b>	7.25" x 9.75"	2175 x 2925 pixels
<b>Half page horizontal</b>	7.25" x 4.75"	2175 x 1425 pixels
<b>1/3 page vertical</b>	2.25" x 9.75"	675 x 2925 pixels
<b>1/4 page</b>	3.5" x 4.75"	1050 x 1425 pixels
<b>1/6 page</b>	4.75" x 2.3125"	1425 x 695 pixels
<b>1/12 page square</b>	2.25" x 2.25"	675 x 675 pixels

## LOCAL LIFE AD SPECS

**FILE FORMATS:** Please supply a PDF saved with Adobe's **[Press Quality]** settings or **[Illustrator Default]** settings. Add bleed if specified. You can also provide a high-resolution, 300 pixels/inch TIFF or JPG file.

**IMAGE SPECS:** For placed images or for ads created in Photoshop, we prefer 300 ppi image resolution at print size. Minimum image resolution we accept is 200 ppi at print size in most cases. Please use large source images in your file. 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 is 8.0" wide x 10.5" tall trim size. Please add an additional 0.125" bleed to all four trims. Please keep any important text inside the page at least 0.25" away from trim.

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



Get In Touch.

We are your connection to more than

**109,600**

potential clients.

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

- ◆ 29,670 homes in 2 Zip codes reached each month
- ◆ Largest circulation in the area
- ◆ Many ads less than a penny per copy

Call now!

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