



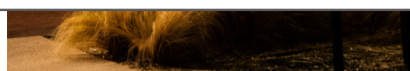
locallifetx.com



# Local Life

MORE THAN JUST A MAGAZINE!

MEDIA KIT





# ABOUT ME

## HI, I'M TIFFANY!

I grew up in the small town of Dennis, Texas on a working ranch. I knew how to ride a horse before I could ride a bike and graduated from Brock High School with my class of only 24 students. I went on to graduate from Tarleton State University and then began working with Radio Shack Corporate in Store Design before my career path fortuitously brought me to Local Life. In 2011, after working with the company for a few years, I was presented with the opportunity to buy the magazine, and it has been a blessing ever since. I have worked hard over the years to make sure Local Life is informative and community-oriented, and I'm proud to know that our publication has become a staple in many homes and businesses due to the valuable information, connections, and sense of community the magazine holds.

Over the years Local Life has become so much more than just a magazine, and morphed into an all-inclusive marketing group, to include email marketing, social media management, event planning and much more. I know what works for this area and I'm proud to have earned the trust of so many businesses in this community with my marketing expertise and dedicated work ethic. As a people person, I've genuinely loved building connections with business owners and helping their businesses grow and thrive has been one of my absolute favorite parts of this job. I've also been honored to receive the Woman of the Year award twice from the Power of Heels, the women's division of the Burleson Chamber of Commerce.

I have always joked that Local Life was my third kid, and through the years I can say we have grown up together. My title as owner of Local Life Magazine and Marketing Group has been my favorite job title thus far in my professional life, and is second only to my most beloved title of "Mamma" to my two incredible girls. Thanks to the flexibility and opportunities Local Life has given me, I've been able to be the Mom I always wanted to be for them. The ability to be Mom first and Local Life employee second is an experience I work hard to continue bringing to each person who works for me. I am thankful for Local Life and am so excited to see how our growth and connection to the community continue!



Tiffany Niko  
*Publisher*

# LOCAL

OUR TEAM LIVES HERE,  
WORKS HERE, PLAYS HERE.



## LOCAL LIFE IS SO MUCH MORE THAN JUST A MAGAZINE!

Local Life is so much more than just a magazine! Local Life Magazine began in 2009, and has been the trusted Burleson, Joshua and Crowley publication for well over a decade. Through the magazine we are able to offer local solutions to those right here within our own community. While the magazine itself averages nearly 31,000 printed copies a month, we realized a long time ago that a well-rounded marketing approach is the key to business growth and success, and print couldn't be your only marketing option. In addition to the magazine and advertising opportunities, we offer full service social media management, website design and management, consulting, search engine optimization services, and print and design services.

When you choose Local Life, you are choosing a marketing group that knows this area. We live here, work here, and play here, and are excited to bring that knowledge and our creativity to work for your business, both locally and beyond. We pride ourselves on the relationships we build with each client and will work diligently to help you grow your business. Simply put, if you aren't successful, neither are we! Our personable team is committed to staying creative and flexible to meet each client's unique needs as they arise. Across our platforms we currently reach nearly 107,000 readers each month. We also host multiple large community events each year, and we would love to see you at our next one!

Although our resources, reach and team have grown, we pride ourselves on maintaining the focus and personal touch that often comes from a small business. We are consistently developing our skills in order to bring a diverse marketing approach to your business, and remain committed to maintaining your trust! We would love to partner with you and put our diverse resources to work for your business!



# WE HAVE A WIDE REACH

A BREAKDOWN

31k

DIRECT  
DELIVERY  
EACH MONTH

5.5k

NEWSLETTER  
SUBSCRIBERS

7k

SOCIAL  
MEDIA  
FOLLOWERS

120k

WEBSITE  
REACH

## overview

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

Copies set out at local business  
and waiting rooms

Ad or event posted on Local Life social media

Digital version delivered to  
over 5,500 inboxes each month

31,437

BURLESON AND JOSHUA  
HOUSEHOLDS MAILED MONTHLY

## IT JUST WORKS.

*Each month, Local Life is mailed free to 31,437 households in Burleson, Joshua, and South Fort Worth, Texas. Reach new customers with the convenience of affordable direct mail. Local Life – It just works.*





# LOCAL LOVE

## NOMINATED LOCAL BUSINESSES

Local Loves are your voted on favorite Local businesses! Each nomination comes directly from actual Local Life Readers - members of our own community. Once we receive the nominations for each category, we invite our community to vote online for their favorite business in each category! Only one vote per email is allowed, and we use specific software to ensure only valid votes are counted and are counted accurately. There are no advertising requirements for nominees and there is no option for a business to pay to be on this list.

We know that there are dozens of excellent businesses operating here in Burleson, but with an average of over 1,000 votes per category, when a business earns the Local Love title you can rest assured that it is a true blue, community-voted, Local Favorite!

If your business is nominated for Local Loves, and the community votes earn you a spot in the top three, you will be listed on our Local Love Winners in Local Life Magazine whether you advertise with us or not. The final list of winners will be featured both in the printed issue of Local Life Magazine and on our website, making your business a search result for local recommendations!

*Be featured in one of these special issues!*

**Boost your exposure and stand out with a custom feature!**

**\$750**

### HALF-PAGE FEATURE

1 photo  
Up to 165 words  
Contact information  
Optional QR code  
Post on social media

**\$1,200**

### FULL PAGE FEATURE

1 photo  
Up to 400 words  
Contact information  
Optional QR code  
Post on social media

**\$250**

### DIGITAL PACKAGE

Winner Sticker  
Customizable Certificate  
Digital Graphics Package  
Boosted Post



# EDITORIAL CALENDAR

2024



Month	Theme	Holiday	Local Life Event	Cover Status
<b>January</b> <i>Local Love Voting - December 15 - January 15</i>	Wellness and Fitness	New Year		Available
<b>February</b> <i>Local Love Voting January 15- February 16</i>	Real Estate	Valentines Day		Available
<b>March</b> <i>Local Love Voting February 19 - March 15</i>	Attorneys	Spring Break	Pub Crawl	SOLD
<b>April</b> <i>Local Love Voting March 18 - April 15</i>	Home Services	Easter		Available
<b>May</b> <i>Local Love Voting March 18 - April 15</i>	Women in Business	Mother's Day Prom/Graduations		SOLD
<b>June</b> <i>Local Love Voting May 15 - June 14</i>	Beauty	Mother's Day Prom/Graduations		SOLD
<b>July</b>	Open	4th of July	4th of July Celebrations	Available
<b>August</b> <i>Local Love Voting July 15 - August 16</i>	Finacial	Back to School		Available
<b>September</b> <i>Local Love Voting August 19 - September 16</i>	Medical			Available
<b>October</b> <i>Local Love Voting August 19 - September 16</i>	MedBTX Best FEST and Restaurants	Halloween	Harvest Moon and Pooch Parade	SOLD
<b>November</b> <i>Local Love Voting October 21 - October 15</i>	Local Retail	Thanksgiving		Available
<b>December</b>	Open	Christmas		Available

The magazine comes out the first week of every month. The Local Love Winners will be announced in the magazine at that Time.  
If you are interested in a cover, you have to advertise in the month that coincides with your type of business. The ones that are marked open are open to any kind of business.  
Perfect spots for Open Houses or Anniversary announcements. To reserve the cover, you will need to put down a \$500 deposit.



# EVENTS



## PUB CRAWL

March

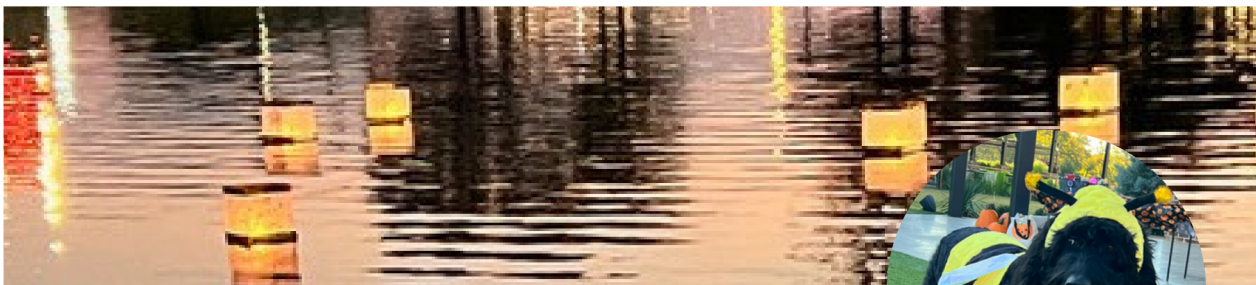
Enjoy food and drink specials at all participating locations, plus a koozie to take with you! Don't forget to get your Paddy Pass stamped at each stop and turn in your fully stamped pass to any of our participating locations to be entered to win a prize basket complete with goodies from all of our incredible participating locations!



## PARTY AT THE PAVILION

July

Live music, food trucks, local vendors, fun kids activities, family photo opportunities, and a prime viewing spot of the Burleson Firework Show! Kids' activities will include crafts, face painting, balloons, bounce houses, and more! Don't forget your chairs or blankets to comfortably enjoy the music and fireworks!



## HARVEST MOON LANTERN FESTIVAL AND POOCH PARADE

October

Enjoy a vendor show, live music, Food Trucks, food, and drinks available for purchase at The Standard. Right around sunset we venture along the trail to Bailey Lake and create a memorable experience with our decorated lanterns! Grab your pup, their favorite costume, and your favorite person, and come strut your stuff! Enter your dog in the Costume Parade for a chance to win great prizes! Or simply enjoy watching the parade and interact with our Local Pet Vendors who will have booths on display!

WE ARE ACCEPTING SPONSORS AND VENDORS FOR 2024

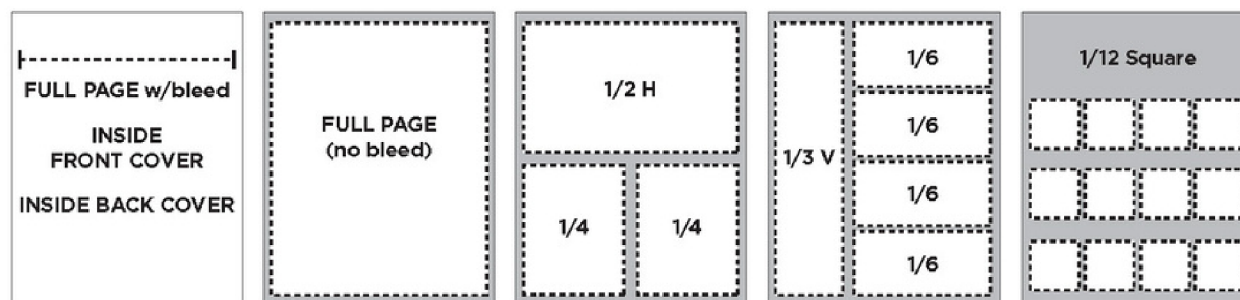
# RATES

## LOCAL LIFE MAGAZINE

AD SIZE	RATES & CONTRACT DISCOUNTS:	1X	3X	6X	12X
<b>Front Cover <i>plus</i> Feature Story</b>		3000	<i>Includes: Cover, Professional Photoshoot, Main article feature</i>		
<b>Second Cover</b>		1970	1820	1675	1525 <i>per month</i>
<b>Back Cover</b>		1995	1845	1795	1670 <i>per month</i>
<b>Inside Front Cover</b>		1720	1570	1570	1330 <i>per month</i>
<b>Inside Front Cover - <i>for Events</i></b>		2000	<i>Includes: one-page write-up about your event.</i>		
	<i>*Deposit required if purchased in advance.</i>		<i>Optional add-in: Boosted social media post \$50</i>		
<b>Inside Back Cover</b>		1670	1520	1450	1280 <i>per month</i>
<b>Full Page</b>		1570	1420	1300	1180 <i>per month</i>
<b>Half Page</b>		840	785	730	675 <i>per month</i>
<b>1/3 Page Vertical</b> <i>Limited Availability</i>				630	595 <i>per month</i>
<b>1/4 Page</b>		670	650	615	560 <i>per month</i>
<b>1/6 Page</b>		470	455	440	375 <i>per month</i>
<b>1/12 Page Square</b> <i>Restaurant Only</i>				270	220 <i>per month</i>

3% Charge will be added to all CC payments.

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 AND SOCIAL MEDIA ADS

What You Get: Even more reach with targeted audience on social media  
Engagement and Likes increased on your social platforms

AD TYPE	RATES & CONTRACT DISCOUNTS:	1X	3X	6X	12X
<b>15 Day Ad</b>		500	470	435	400 <i>per month</i>
<b>20 Day Ad</b>		920	880	840	800 <i>per month</i>
<b>30 Day Ad</b>		1325	1275	1225	1175 <i>per month</i>
<b>Digital Sponsorship</b>		1000			
<b>Personalized Emailed Newsletter</b>		500			
<b>Newsletter Display Ad 3x</b>			500		
<b>Space on Local Life Newsletter</b>		250	<i>Includes: business logo and contact information</i>		





Cover packages  
available now!

**Cover, back cover,  
and spotlight spaces  
available for 2024!**

## REACH NEW CUSTOMERS WITH THE CONVENIENCE OF AFFORDABLE DIRECT MAIL

Month	Theme	Cover Availability
JANUARY	Wellness & Fitness	<b>SOLD</b>
FEBRUARY	Real Estate	<b>SOLD</b>
MARCH	Attorneys	<b>SOLD</b>
APRIL	Home Services	<b>SOLD</b>
MAY	Women in Business	<b>SOLD</b>
JUNE	Beauty	<b>SOLD</b>
JULY	Open	<b>SOLD</b>
AUGUST	Financial	✓
SEPTEMBER	Medical	✓
OCTOBER	Restaurants	<b>SOLD</b>
NOVEMBER	Local Retail	✓
DECEMBER	Open	✓

### Cover Package

Includes: Cover,  
Professional Photoshoot,  
Main article feature,  
social posts and more!



"We have had a great experience with being blessed with the cover of Local Life magazine. We have seen an influx of customers coming in talking about the article. It has opened the door to many new customers that didn't even know we existed."

**Keyli Rhoades**  
- Fish City Grill

# MEDIA GUIDELINES

## LOCAL LIFE MAGAZINE

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>	8.25" x 10.75" 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.	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.



# SOCIAL MEDIA

## SOCIAL MEDIA MARKETING MANAGEMENT

### Why Us:



#### GET MORE FOR YOUR MONEY

Spending your entire budget on an agency is like buying a car without gas. We prefer our clients pay us for the true cost of the service and spend any additional budget in paid advertising.



#### THERE ARE NO SURPRISES.

We mutually agree on strategy and you can approve all deliverables. You will be able to work with us in a seamless manner that requires very little effort from you.



#### FOCUS ON YOUR BUSINESS

The value of our social media management services is that it will save you time and allow you to focus on other aspects of your business.

*We got you covered!*

### Don't just take our word for it... Here's what a recent client said:

Absolutely delighted with the outstanding services provided by Local Life for BTX Brewfest! From the inception of our collaboration, *Local Life showcased an unparalleled commitment to excellence*. Their expertise in print advertising transformed our event's visual identity. The creativity and attention to detail evident in the print and digital materials were truly commendable. Local Life's designs not only captured the essence of BTX Brewfest but also effectively communicated the vibrant atmosphere attendees could expect.

Moreover, Local Life's expertise in social media management was nothing short of exceptional. Their strategic approach and timely execution across various platforms amplified our online presence, engaging our audience and *creating a buzz that translated into increased attendance*. What sets Local Life apart is not just their skill but also their genuine commitment to understanding our brand and objectives.

Local Life played a pivotal role in elevating our event to new heights. Their combination of creativity, professionalism, and personalized service exceeded our expectations. *Our gratitude to the entire Local Life team for contributing significantly to the success of BTX Brewfest. We wholeheartedly recommend their services to any business seeking top- notch advertising and social media management.*

## Our Social Media Marketing Process

1

### A DEDICATED SOCIAL MEDIA MANAGER FOR YOUR ACCOUNT

You will be assigned a dedicated social media manager to develop your strategy and execute it. This person will learn your business and be your primary contact. You will be able to communicate with your social media manager via email or schedule a call at a time that is convenient for the both of you.

2

### DEVELOP A SOCIAL MEDIA STRATEGY SPECIFIC TO YOUR BUSINESS

The first step we will take with your campaign is to perform research and develop your strategy. We will do a competitive analysis, develop a buyer's persona, and define an effective content strategy. We will also develop advertising strategies and funnels for your campaign to show you the roadmap to success.

3

### DEVELOP CONTENT, CALENDARS AND ADVERTISEMENTS

Once you agree on the strategy, we will develop social media content and advertisements unique to your brand. This content can be prepared in a monthly content calendar. You will have an opportunity to review and approve content.

4

### RESPOND TO MESSAGES AND COMMENTS

We monitor and respond to all social media activity (comments, messages, and reviews), and aim to respond within 24 hours within our 9-5p Monday-Friday work week.

5

### GROWTH OPTIMIZATION

Our social media marketing services includes daily management and growth optimization. We will use organic tactics (hashtags, engagement, shares and following, contests, etc.) to grow your channels.

6

### REPORTING AND COMMUNICATION

Your social media manager will prepare quarterly reports for you to review.

# 2024 TRENDS

## SUCCESSFUL APPROACHES AND TRENDS FOR THE BURLESON AREA AND SOCIAL MEDIA MARKETING

### Successful Approaches for Burleson Area:

- Join the Chamber and go to one event per quarter.
- Make events on FB to get people interested in coming to your business.
- Be active on Social Media and engage your audience
- Be active in the Local Life Magazine, Local Love contest. Know what month to start promoting your business. Free!
- Billboards

### Social Media and Digital Marketing:

- Personalize content combined with AI-generated content, for optimum use of creativity with language familiar to your ideal customer. - If you aren't using AI to assist in your content and strategy, you will fall behind.
- Google isn't penalizing content created by AI but human touch is necessary! AI can't reason, or understand context.
- Deliver EEAT content: Experience, Expertise, Authority, and Trust - first-hand experience woven into your content strategy.
- Cover your topic/brand thoroughly.
- Successful approaches remain different on each channel. If one is working best for you, use it to the fullest extent over the ones that are not producing.
- Experts predict that "clicks" will drop off in 2024 - so branded, to-the-point, content is king as people scroll.
- Shorter form content (including videos) will work best. 10-15 seconds ads, capture attention first.
- Hashtags are still relevant.
- Leverage Holiday and seasonal shopping for all retail and service industry clients.
- Keep your profiles and websites up to date as much as possible. Especially if driving people to your business website.



# Contact Us

TO GET STARTED



TIFFANY NIKO  
(817) 937-2360

LOCALLIFETX.COM

 LOCALLIFEMAGAZINE  
 LOCALLIFETX