



Local Life¹⁵

BURLESON'S HEART POWERED BY LOCAL BUSINESSES



2025 MEDIA KIT

PRINT | SOCIAL MEDIA | DIGITAL | EVENTS | MARKETING

ABOUT ME

HI, I'M TIFFANY!

I grew up in the small town of Dennis, Texas, on a working ranch, where I learned to ride a horse before I could ride a bike. I graduated from Brock High School in a class of just 24 students and went on to earn my degree from Tarleton State University. After college, I began my career with Radio Shack Corporate in Store Design, but my true calling found me when my career path fortuitously brought me to Local Life.



In 2011, after a few years with the company, I was given the opportunity to purchase the magazine, and it has been one of the greatest blessings of my life. My passion for marketing has driven me every step of the way. I have worked tirelessly to ensure that Local Life is not only a trusted source of information but also a community-oriented publication. I take pride in the fact that our magazine has become a staple in many homes and businesses, valued for the connections, insights, and sense of community it fosters.

Over the years, Local Life has evolved from being "just a magazine" to becoming a comprehensive marketing group. We now offer email marketing, social media management, event planning, digital advertising and so much more. I consider myself an expert in all things marketing and am proud to know what works for our area. It's incredibly rewarding to have earned the trust of so many businesses in this community with my marketing expertise and commitment to their success.

As a people person, I genuinely love building connections. Helping local businesses grow and thrive is one of my greatest joys. My efforts have been recognized with honors like being named Woman of the Year twice by the Power of Heels, the women's division of the Burleson Chamber of Commerce. I often joke that Local Life is like my third child, and it's been amazing to grow alongside this publication and see the impact it has had on the community.

While my title as owner of Local Life Magazine and Marketing Group is one of my proudest professional achievements, my most cherished title will always be "Momma" to my two incredible daughters. Local Life has given me the flexibility to prioritize my family while pursuing a career I love, and I am deeply committed to offering that same balance to everyone who works with me.

I am grateful for the journey Local Life has taken me on and am excited to see how we continue to grow and strengthen our connection to the community. Marketing is not just my career; it's my passion, and I'm honored to use my expertise to help local businesses succeed and our community thrive.

A handwritten signature in black ink that reads "Tiffany". The signature is fluid and cursive, with a long, sweeping tail on the letter 'y'.

Tiffany Griffin
Publisher

LOCAL LIFE:

MORE THAN JUST A MAGAZINE

Since 2009, Local Life Magazine has been the trusted publication for Burleson, Joshua, and Crowley, offering local solutions to our community for well over a decade. With nearly 31,000 printed copies distributed monthly, we've built a reputation as a go-to resource for connecting businesses with their neighbors. But Local Life is so much more than just a magazine!

Recognizing that a well-rounded marketing approach is key to business growth, we've expanded beyond print to offer a full suite of marketing services, including:

- **Social Media Management**
- **Website Design and Management**
- **Consulting Services**
- **Search Engine Optimization (SEO)**
- **Digital Advertising**
- **Print and Design Services**

When you choose Local Life, you're choosing a marketing group that understands this area because we live, work, and play here. Our deep local knowledge and creative expertise are dedicated to helping your business grow, both locally and beyond. We pride ourselves on building lasting relationships with our clients, working diligently to ensure your success—because when you succeed, so do we!

Our platforms reach nearly 107,000 readers monthly, and we host multiple large community events throughout the year. We'd love to see you at the next one!

Even as we've grown in resources, reach, and expertise, we remain committed to providing the personal touch and focus you'd expect from a small business. Our team is constantly evolving to offer a diverse and creative marketing approach, all while maintaining your trust.



*Let's work together:
Partner with Local Life to put our
extensive resources to work for your
business and take your marketing to
the next level.*

WE HAVE A WIDE REACH

A BREAKDOWN



overview

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

Copies set out at local business and waiting rooms

Ad posted on Local Life social media

Digital version delivered to over 5,500 inboxes each month

29,210

BURLESON 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

YOUR COMMUNITY-VOTED FAVORITES!

Local Loves are your community-voted favorite local businesses! Every nomination comes directly from our Local Life readers—members of our own community. After gathering nominations for each category, we invite the community to vote online for their favorite businesses. To ensure fairness and accuracy, only one vote per email is allowed, and we use dedicated software to validate and count votes accurately.



There are no advertising requirements to be nominated, and businesses cannot pay to be included on this list. This means Local Loves truly represent the voice of the community! With an average of over 1,000 votes per category, earning the Local Love title is a genuine mark of distinction. It highlights the hard work, dedication, and excellence of our local businesses. When you see a business with the Local Love title, you can trust it's been chosen by your neighbors as a true community favorite.

WHAT HAPPENS IF YOUR BUSINESS WINS?

If your business is nominated and earns a spot in the top three through community voting, you'll be recognized as a Local Love Winner, whether or not you advertise with us. Winners will be:

- Featured in Local Life Magazine
- Showcased on our website as part of a searchable list for local recommendations
- Celebrated on social media and in a special announcement campaign

Winning a Local Love Award is more than a title—it's a testament to your impact and dedication.

Be Featured in Our Special Issues!

Stand out and boost your exposure with one of these custom feature options:

QUARTER-PAGE FEATURE

\$385

Includes:

- 1 photo
- Up to 150 words
- Contact information
- Optional QR code
- Social media post

HALF-PAGE FEATURE

\$750

Includes:

- 1 photo
- Up to 200 words
- Contact information
- Optional QR code
- Social media post

FULL-PAGE FEATURE

\$1200

Includes:

- 1 photo
- Up to 400 words
- Contact information
- Optional QR code
- Social media post

ADD A DIGITAL PACKAGE!

Take your visibility even further with our Digital Package:

- Winner sticker
- Customizable certificate
- Digital graphics package
- Boosted social media post

\$250

Why Participate?

FOR VOTERS:

By voting, you're supporting the businesses that make our community great—and you could win a prize!

FOR BUSINESSES:

Winning a Local Love Award puts your business in the spotlight, earning recognition as a true community favorite.

GET INVOLVED!

Nominate your favorite businesses today through our website, cast your votes, and make your voice heard. Together, let's celebrate and support the businesses that make Burleson, Joshua, and Crowley shine.

Don't wait—participation helps build a stronger, more connected community. Let's show the power of Local Love!

Here's the fully integrated [2025 Editorial Calendar](#) that includes themes, upload dates, arrival dates, and voting periods all in one cohesive table:

Month	Theme	Local Love Voting Period
January	Health and Fitness	November 15 - December 15, 2024
February	Real Estate	December 15, 2024 - January 15, 2025
March	Home Services	January 15 - February 15, 2025
April	Easter	February 15 - March 15, 2025
May	Women in Business	March 15 - April 15, 2025
June	Beauty	April 15 - May 15, 2025
July	Financial	May 15 - June 15, 2025
August	Lawyers	June 15 - July 15, 2025
September	Medical	July 15 - August 15, 2025
October	BTX Fest	August 15 - September 15, 2025
November	Restaurants and Bakeries	September 15 - October 15, 2025
December	Retail	October 15 - November 15, 2025



EDITORIAL CALENDAR

2025

Month	Theme	Upload Date	Arrival Date	Holidays	Local Love Voting Period
January	Health and Fitness	23-Dec-24	1-Jan-25	New Year's Day (Jan 1), Martin Luther King Jr. Day (Jan 20)	November 15 - December 15, 2024
February	Real Estate	24-Jan-25	1-Feb-25	Presidents' Day (Feb 17), Valentine's Day (Feb 14)	December 15, 2024 - January 15, 2025
March	Home Services	23-Feb-25	1-Mar-25	St. Patrick's Day (Mar 17)	January 15 - February 15, 2025
April	Easter	24-Mar-25	1-Apr-25	Easter Sunday (Apr 20), Earth Day (Apr 22)	February 15 - March 15, 2025
May	Women in Business	24-Apr-25	1-May-25	Mother's Day (May 11), Memorial Day (May 26)	March 15 - April 15, 2025
June	Beauty	23-May-25	1-Jun-25	Father's Day (Jun 15), Juneteenth (Jun 19)	April 15 - May 15, 2025
July	Financial	23-Jun-25	1-Jul-25	Independence Day (Jul 4)	May 15 - June 15, 2025
August	Lawyers	24-Jul-25	1-Aug-25	None	June 15 - July 15, 2025
September	Medical	25-Aug-25	2-Sep-25	Labor Day (Sep 1)	July 15 - August 15, 2025
October	BTX Fest	23-Sep-25	1-Oct-25	Columbus Day (Oct 13), Halloween (Oct 31)	August 15 - September 15, 2025
November	Restaurants and Bakeries	24-Oct-25	1-Nov-25	Veterans Day (Nov 11), Thanksgiving (Nov 27)	September 15 - October 15, 2025
December	Retail	21-Nov-25	1-Dec-25	Christmas Day (Dec 25), New Year's Eve (Dec 31)	October 15 - November 15, 2025

Introducing...

THE KIND HEART INITIATIVE

We are thrilled to announce a new mission behind our signature events: the Kind Heart Initiative. This project is deeply personal and was inspired by the overwhelming kindness and support I've received from this community during one of the most challenging years of my life. The Kind Heart Initiative is my way of giving back and blessing others who may be in a tough season and need something to look forward to.

Through this initiative, each of our signature events—the Harvest Moon Lantern Festival (October 11), Old Town St. Paddy's Day Pub Crawl (March 15), and Old Town Halloween Pub Crawl (November 1)—will do more than bring people together for fun and connection. A portion of the proceeds from these events will go directly toward supporting a family or individual in need. Whether it's funding a special trip to create cherished memories or providing financial assistance for urgent needs, the goal is to uplift and inspire hope.

HOW IT WORKS:

- **Community Nominations:** We invite you to nominate families or individuals who are going through a tough time and could benefit from this initiative. Share their story through our website to help us identify those who need extra support.
- **Independent Selection Process:** To ensure fairness, an independent panel not connected to our community will carefully review the nominations and select the recipient(s) for each event. This allows us to focus solely on need and potential impact.
- **Making a Difference Together:** By attending these events, you're directly contributing to this mission. Proceeds from ticket sales, sponsorships, and donations will go toward helping the chosen recipient(s).

THE EVENTS:

Old Town St. Paddy's Day Pub Crawl - March 15

Harvest Moon Lantern Festival - October 11

Old Town Halloween Pub Crawl - November 1

These events are about more than just having fun—they're about creating hope and offering tangible support to those who need it most. The Kind Heart Initiative is built on the belief that when we come together as a community, we can truly make a difference.

GET INVOLVED!

Nominate someone today through our website, mark your calendars for these exciting events, and help us turn challenges into opportunities for joy and renewal. Together, we can spread kindness and show the power of a community with a kind heart.

RATES

LOCAL LIFE MAGAZINE

AD SIZE	RATES & CONTRACT DISCOUNTS:	1X	3X	6X	12X
Front Cover <i>plus Feature Story</i>		3000	<i>Includes: Cover, Professional Photoshoot, Main article feature</i>		
Second Cover		1970	1820	1675	1525 <i>per month</i>
Back Cover		1995	1845	1795	1670 <i>per month</i>
Inside Front Cover		1720	1570	1570	1330 <i>per month</i>
Inside Front Cover - <i>for Events</i>		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>		
Inside Back Cover		1670	1520	1450	1280 <i>per month</i>
Full Page		1570	1420	1300	1180 <i>per month</i>
Half Page		840	785	730	675 <i>per month</i>
1/3 Page Vertical <i>Limited Availability</i>				630	595 <i>per month</i>
1/4 Page		670	650	615	560 <i>per month</i>
1/6 Page		470	455	440	375 <i>per month</i>
1/12 Page Square <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
15 Day Ad		500	470	435	400 <i>per month</i>
20 Day Ad		920	880	840	800 <i>per month</i>
30 Day Ad		1325	1275	1225	1175 <i>per month</i>
Digital Sponsorship		1000			
Personalized Emailed Newsletter		500			
Newsletter Display Ad 3x			500		
Space on Local Life Newsletter		250	<i>Includes: business logo and contact information</i>		

Local Life

MORE THAN JUST A MAGAZINE!



Cover packages available now!

Cover, back cover, and spotlight spaces available for 2025!

REACH NEW CUSTOMERS WITH THE CONVENIENCE OF AFFORDABLE DIRECT MAIL

Month	Theme	Cover Availability
JANUARY	Wellness & Fitness	SOLD
FEBRUARY	Real Estate	SOLD
MARCH	Home Services	SOLD
APRIL	Wedding/ Easter	✓
MAY	Women in Business	✓
JUNE	Beauty	✓
JULY	Lawyers	SOLD
AUGUST	Financial	SOLD
SEPTEMBER	Medical	✓
OCTOBER	BTX FEST	SOLD
NOVEMBER	Restaurants and Bakries	✓
DECEMBER	Local Retail	✓

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)
MAGAZINE TRIM SIZE	8" X 10.5"	
Full page with bleed 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
Full page, no bleed	7.25" x 9.75"	2175 x 2925 pixels
Half page horizontal	7.25" x 4.75"	2175 x 1425 pixels
1/3 page vertical	2.25" x 9.75"	675 x 2925 pixels
1/4 page	3.5" x 4.75"	1050 x 1425 pixels
1/6 page	4.75" x 2.3125"	1425 x 695 pixels
1/12 page square	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

We advise clients to pay for the actual service cost and use any extra budget for 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.

OUR SOCIAL MEDIA MARKETING PROCESS



A DEDICATED SOCIAL MEDIA MANAGER FOR YOUR ACCOUNT



RESPOND TO MESSAGES AND COMMENTS



DEVELOP A SOCIAL MEDIA STRATEGY SPECIFIC TO YOUR BUSINESS



GROWTH OPTIMIZATION



DEVELOP CONTENT, CALENDARS AND ADVERTISEMENTS



REPORTING AND COMMUNICATION

OPTION ONE

We will post different content on each platform

\$500 Set-up Fee (One-time Fee)
\$2000 Per Month

OPTION TWO

The same post will post on both platforms

\$500 Set-up Fee (One-time Fee)
\$1500 Per Month

OPTION THREE

Facebook Only

\$500 Set-up Fee (One-time Fee)
\$850 Per Month

1+1 TRAINING CLASS

Training Class + Branding Kit on Canva + Matching Template in Mail Chip

2-hour class 1 on 1, we will personally teach you powerful social media marketing tips and strategies to enhance your business on social media platforms that you are currently using. Includes a full social media audit and ideas based on your online footprint. We will also build templates and a branding kit on Canva to use for all future postings.

\$3500 One Time Charge



DIGITAL ADVERTISING

Right MESSAGE to the Right PERSON at the Right TIME!

Expand your reach with our audience extension program

- Household demographic targeting
- Site Retargeting
- Keyword Retargeting
- Geo Fencing
- Geo Targeting



Monthly Impressions	Monthly Investment	Min. 6 month buys
175,000	\$2,100	\$12,600
125,000	\$1,500	\$9,000
75,000	\$900	\$5,400

Includes 5 ad sizes:
300 x 50, 320 x 50, 728 x 90, 300 x 250 & 160 x 600

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