

Published every year since 1995

Village Life

“At the heart of the
local community”

MEDIA PACK 2025

Village Life

Village Life is Charnwood's **premier**, community lifestyle magazine...

Hello!

Make your advertising more effective by reaching a 'fully engaged' audience in Charnwood with *Village Life* magazine...

Village Life magazine is unique and totally different to all its local competitors. Full of interesting, engaging and original editorial features, written by experts in their fields exclusively for us, our readers are fully engaged and keep turning the pages from cover to cover. *Village Life* is **not** simply an 'ad-mag' full of adverts and bland copy-pastes - our research tells us *Village Life* is highly respected amongst readers and advertisers alike, looked forward to being received, read from cover to cover and often kept and referred to long after delivery.

Village Life is, first and foremost, a community publication designed with the reader's interests in mind and is not simply put together just to sell advertising space. Many of our readers share their copy with friends who aren't in our distribution area - we even have regular subscribers! *Village Life* has long campaigned for the support of local and independent businesses, encouraging readers to 'Shop Local'.

Your advertising needs to be seen and not overlooked...

With display advertising taking up no more than 50% of the pages in each issue, our unique and specially commissioned editorial content has room to foster engagement and loyalty with our readers. Importantly for you, it also means *Village Life* is not overcrowded with display adverts, ensuring that your own advert will stand out and be seen.

With many varied sections within *Village Life*, such as home interiors, gardening, local history, food, health, the arts, local news and events, you can choose which section you'd like your advert to appear alongside, in order to maximise its impact and relevance with our readers. Visually attractive, engaging and arresting, our carefully designed page layouts draw readers in with unwavering interest and commitment to read the magazine from cover to cover.

Village Life is delivered to some of the best locations within Charnwood...

Seven thousand copies are published six times a year and hand delivered 'through the letterbox' to selected homes in the following villages and locations using our own conscientious distributors:

- Anstey
- Barrow upon Soar Old Quarter
- Birstall Village Centre
- Copt Oak
- Cossington
- Cropston
- Field Head
- Groby Village Centre
- Hoby
- Mountsorrel North
- Nanpantan
- Newtown Linford
- Queniborough Village Centre
- Quorn
- Rothley Village Centre
- Rothley Plain
- Swithland
- Thruslington
- Thurstaston
- Ulverscroft
- Walton on the Wolds
- Woodhouse
- Woodhouse Eaves
- Woodthorpe

Quality rather than quantity...

We have a loyal following both with our readers and our advertisers. Indeed, many of our regular advertisers have been with us since our first issue in 1995! **Invest your advertising budget wisely in quality rather than quantity.** We might not have the largest circulation but we do have a loyal and committed readership. Thousands of engaged readers is a far more effective use of your advertising spend than potentially being cast straight into the recycling bin without even a single page turned!

Get started from just £29...

There are many great opportunities for you to be creative with your advertising and promotional activities within *Village Life*, **starting at just £29**. Please see the enclosed rates and dates for 2025 for more details and information about our **discount packages** and **FREE editorial** opportunities. We are also open to discussing tailored promotional packages to suit your specific advertising requirements.

Kind regards,



Kevan Porter
Editor



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Find and 'Like'
Village Life on Facebook

Village Life

“At the heart of the local community”

Village Life is published **bi-monthly** with **7,000** copies hand delivered to individual homes and businesses in **Anstey, Barrow upon Soar Old Quarter, Birstall Village Centre, Copt Oak, Cossington, Cropston, Field Head, Groby Centre, Hoby, Mountsorrel North, Nanpantan, Newtown Linford, Queniborough, Quorn, Rothley Village Centre, Rothley Plain, Swithland, Thruslington, Thurcaston, Ulverscroft, Walton on the Wolds, Woodhouse, Woodhouse Eaves, Woodthorpe** and other venues around Charnwood, Leicestershire. **An estimated readership of over 14,000 individuals!**

Now
7000
copies
delivered
every two
months

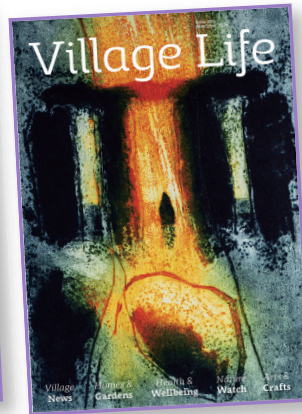
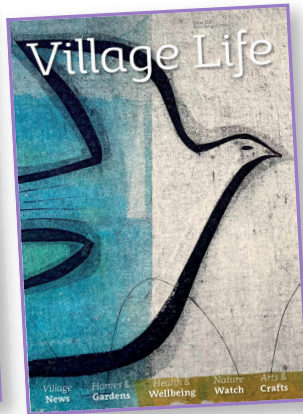
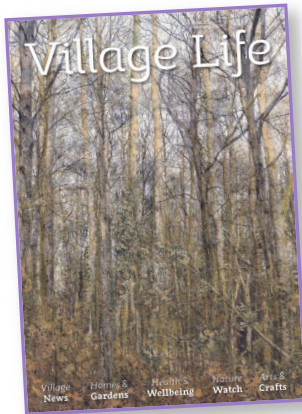
Charity News, a vibrant **Local Clubs & Societies** section, plus a wealth of unique and original commissioned articles covering **The Arts, Food & Drink, Home Interiors, Gardening, Nature & Wildlife, Local History** and **Health & Wellbeing**.

Village Life is unique within Charnwood as the only publication of its kind that our readers look forward to receiving, devour from cover to cover and often pass onto others out of our area.

Village Life is not simply another ‘ad-mag’ and follows a **strict 50/50 balance of editorial content and display adverts** which means the adverts are not overcrowded and have space to stand out whilst the engaging editorial content **keeps our readers turning the pages**.

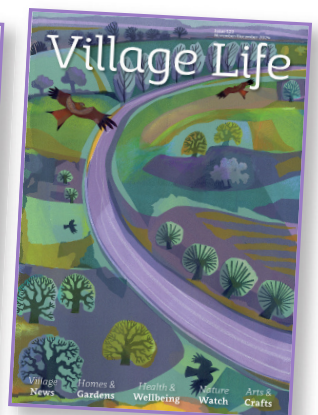
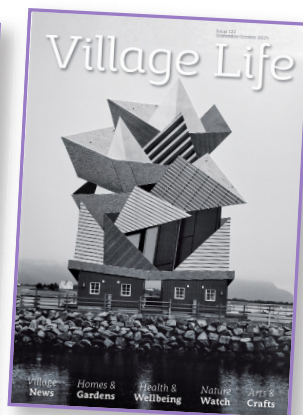
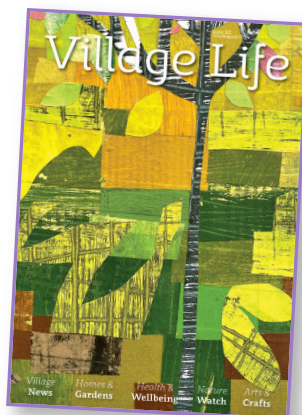
Village Life also enjoys a very active Face Book page, with a strong and loyal following of thousands, offering further advertising and promotional opportunities.

Established in 1995, **Village Life** has grown substantially over the years and is widely respected as ‘**the foremost local community lifestyle magazine in Charnwood**’. It is A4 size, full colour, beautifully designed and contains 80 pages of specially created and original content covering a wide range of topics and subjects including **Local & Community News**, a **What’s On?** guide,

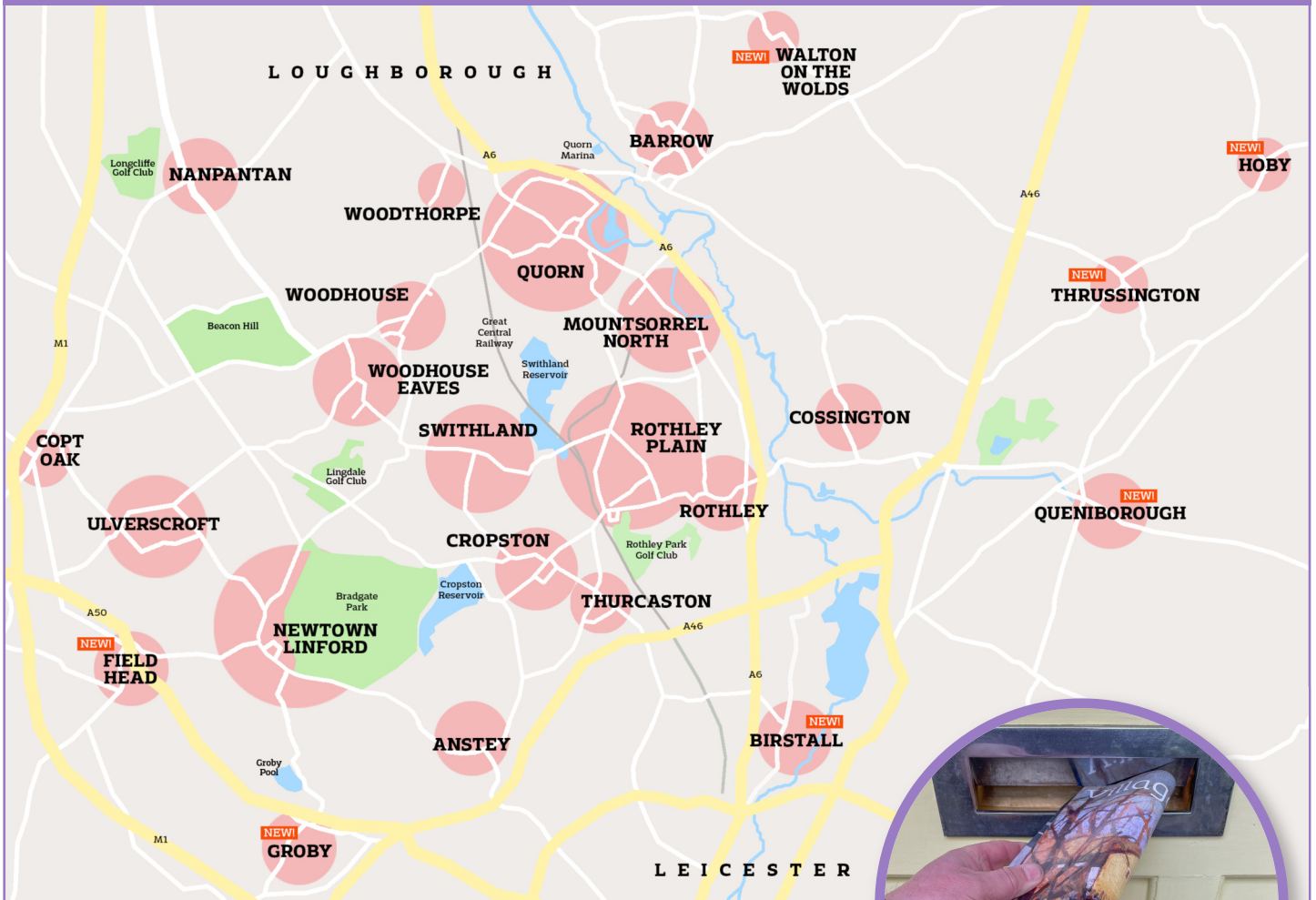


Exclusive and eye catching front covers that immediately engage the reader

“The only free magazine we read - all the others go straight into the bin!”
MRS M HOLT, QUORN.



7000 copies, hand delivered within Charnwood, six times a year



- Anstey
- Barrow upon Soar Old Quarter
- Birstall Village Centre
- Copt Oak
- Cossington
- Cropston
- Field Head
- Groby Village Centre
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- Rothley Plain
- Swithland
- Thrusington
- Thurcaston
- Ulverscroft
- Walton on the Wolds
- Woodhouse
- Woodhouse Eaves
- Woodthorpe

“We have advertised in Village Life for the past few years and the magazine is now a key component of our marketing campaign... **We have won several clients as a direct result of our adverts in Village Life...** Kev's passion for the magazine and the local communities that it serves is clearly evident.”

ANTHONY BENSKIN
QUALITY LIFE UK.

To satisfy demand, and in addition to our own distributors hand delivering 'through the letterbox', Village Life is also available to read, (and take away), at many Community Libraries, selected cafes, pubs and restaurants plus retail outlets throughout the Borough of Charnwood.

Village Life is not only enjoyed by our regular readers... We are often contacted by individuals from out of our distribution area asking if they can be included in future deliveries, and if not, where can they pick up a copy from.



Community News



Food and Drink



What's On?



Local Shopping

“I look forward to receiving Village Life, which I read from cover to cover, as it's so interesting and informative”

MS F HARVEY, SWITHLAND.



Arts and Crafts



Nature and Local History



Wildlife and Ecology



Home and Gardens

Village Life's policy of a 50/50 balance of original and arresting editorial content alongside advertisements creates an engaging and 'page turning' publication.

