



**active**  
Healthy Lifestyle Magazine

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**MEDIA  
PACK**

# Introduction

Inspiring people to get fit, stay healthy and enjoy a fulfilling life is the purpose behind our pages every month. We say, get off the sofa and join in!

Stamford and the Welland Valley is an area buzzing with people full of energy and we aim to reflect what's going on in the local scene. **active** is part of the ongoing trend for publishing at a local level, giving companies in the area the chance to increase their customer base, while putting our readers in touch with their local businesses, retailers, clubs and organisations.

**active** is a team with experience of publishing on a national and international level and, vitally, it's written and photographed by people who live locally and know first hand what's going on in their towns.

Published monthly in glossy perfect bound format, it features a host of activities, highlighting where to go, what to do and how to do it.

The health, wellbeing and leisure industry is one of the biggest areas of discretionary spend by consumers and **active's** targeted marketing, delivering in to key hotspots of activity such as supermarkets, shops, pubs, restaurants, clubs and schools is focused at an audience keen to spend and keen to try out new things. Lively, entertaining, full of local people living healthily, enjoying local life and keeping fit; **active** is an engaging, vibrant magazine for your area. Readers 'read' not flick!

Typical **active** readers are 'doers'. They get out, try new things, and aren't afraid to shake up routine and explore new ideas, places and products, which mean advertisers get full value for their spend.



- > Local people and businesses > Local news
- > Food > Garden > Culture > Walks
- > Health, wellbeing & fitness > Kids
- > What's on > Competitions > Challenges



### Don't move, improve

Upgrade doors, external doors, new windows, not very glamorous but if you own your home, at some point you will probably need to replace them. So who do you turn to? Mary talks to someone who knows

**UNFORTUNATELY, SO CALLED** double glazing, 'upgraded' doors and windows are everywhere. They are sold as the best way to improve your home's energy efficiency and to improve its appearance. But how many of these products are actually worth the money? Mary talks to someone who knows.

Recently Classic Stamford has moved to large new premises on Gwash Way just off Ryhall Road and they are proud that they now have the largest showroom in the area.




Classic Stamford is a family-run business that has been trading since 1985. They specialise in the supply and installation of UPVC windows, doors and conservatories. They have a large showroom on Gwash Way, just off Ryhall Road, where they can show you the latest products and help you choose the right one for your home.

UPVC windows and doors are a popular choice because they are low maintenance, energy efficient and come in a wide range of styles and colours. They are also a good choice for people who are on a budget.

Classic Stamford offers a free quotation service and can help you with every aspect of your window or door replacement project. They have a team of experienced installers who will ensure that your new windows or doors are fitted correctly and to your satisfaction.

For more information, visit their website at [www.classicstamford.co.uk](http://www.classicstamford.co.uk) or call them on 01535 670000.

“I've been absolutely amazed by the number of people who have commented about my interview.”

**Andrew Cromie, Agronomist, Hutchinsons.**

### Aldwincle and Wadenhoe

A charming wooded walk on the north bank of the river Nene and a very special view.

By Will Hetherington

**WILL'S WALK**

**Difficulty rating** [Progressive difficulty icons]

**The route**

The route starts in the village of Aldwincle and follows the river Nene northwards. It is a scenic walk with many beautiful views of the river and the surrounding countryside. The route is suitable for all ages and fitness levels.

**ACTIVE TIP**

Take a picnic basket and enjoy the view from the bank. There are many benches along the route where you can sit and enjoy the sun.

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# Audience profile

Forget claims of postcodes and house prices as a selling point for readers: it's not where you live that counts - it's what you do that matters.

In the way **active** is consumed and used, it is unique in a market dominated by lifestyle titles claiming affluent readers. The **active** reader reads actively: they look at what is in the magazine, and they react to it. Our advertisers have always found this to be the case.

We don't box in our readers, and your potential customers, because we do not door drop, but offer **active** at hundreds of access points, which means the readership is self-selecting, not imposed, and is consequently far more engaged, robust and involved than in the traditional local magazine model.

## The burgeoning health and leisure sector

The sector which consistently attracts increased year-on-year spending is not luxury but leisure, health and recreation. As a nation we are spending more than ever on recreation and culture. A report by the Office of National Statistics found that most adults spend a significant amount of their income on leisure activities, travel and eating out, and the trend shows no signs of abating. There has been a noticeable shift from product-consumption to experience-consumption. In other words, we want to spend our money on the things that make us content.

# Distribution

In order to reach such a wide ranging readership **active** is distributed for free to local supermarkets, schools, hotels, restaurants, pubs, cafés, farm shops, independent and national retailers, dentists, libraries, railways stations, veterinary surgeries, hairdressers, sports clubs and gyms.

**With a combined print and digital readership estimated at 40,000 per issue.**

**active** is a completely free magazine enabling it to be available in both print and online, giving a greater coverage for advertisers.

Our social media profile is prominent, far reaching and always growing, with a loyal following.



# Advertising formats

## PRINT

### PAGE SPECIFICATIONS

**Double Page Spread** w:420mm x h:285mm  
(plus 3mm bleed outside edges and 6mm gutter bleed)

**Full Page** w:210mm x h:285mm  
(plus 3mm bleed on all edges)

**1/2 page Landscape** w:188mm x h:125mm

**1/2 page Portrait** w:90mm x h:256mm

**1/4 Page Portrait** w:90mm x h:125mm

**1/8 Page** w:90mm x h:60mm

**Classified strip** w:188mm x h:42mm

**Classified** w:58mm x h:42mm

Our standard advertising spaces are available as follows

Double Page Spread



£1300

Covers



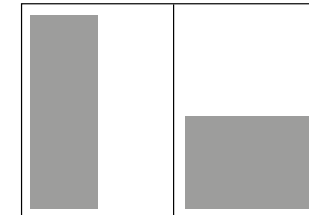
£800

Full Page



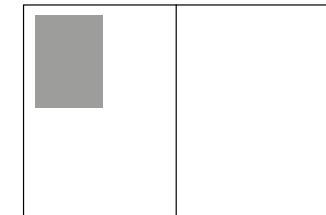
£695

Half Page



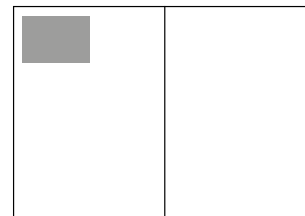
£395

Quarter Page



£230

1/8 page



£95

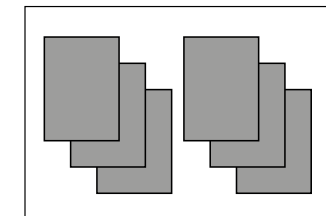
Classified



£145

£60

Leaflets



£45 per 1000

Discounts available for 3,6,9 and 12 month bookings.

All prices subject to VAT where applicable.

# Testimonials

It can be challenging to accurately measure a return on investment with print advertising but with Active Magazine, the results were instant.

We first ran with an editorial to promote our business in its early stages and were impressed with the immediate rise in phone and online enquiries. Some clients cited the editorial within their first contact, others confirmed they had read about us when we met face-to-face. The initial editorial led to new business and, crucially, significant brand awareness amongst clients we met for many months that followed. The reach was better than anticipated, with potential customers recognising our brand deep into Leicestershire.

We now advertise regularly with Active Magazine; they are our go-to publication in the area.

**Tom Helliwell**  
Managing Director  
Class Q

We found an increased footfall through our store in relation to the adverts placed in the Active Magazine with the promotion of our new Walking Boot Fitting Services. Customers are specifically making the journey to our destination store in increased numbers having seen editorial sections in the Active Magazine in line with their other pieces on walking and footwear.

Some shoppers acknowledged that they did not know Tallington Lakes Pro Shop existed and all that we offer, including a range of activities such as dry slope skiing, climbing and water sports on top of the shop and our activewear. Without the continued exposure and publication in Active Magazine, we may not have reached that wider audience.

When having a Boot Fitting service, our customers can read a selection of magazines, including the Active Magazine, that we have dotted around our store. We encourage them to take them home if desired.

**Chas Shrosbree**  
Manager  
Activities Venture Ltd

A couple of weeks ago I had a customer who came into the shop asking about the bicycle I use as an advert only in the Active Magazine.

An Orbea Gain, with a tag line "An e.bike in disguise" it is an electric power assisted racing bike. Unfortunately I had to explain to the customer that all my 2022 allowance had been sold but at the same price I had a very nice, very light carbon fibre made Orbea and he wouldn't need the power assist because of the weight and responsiveness of the bike. He put a holding deposit down and 2 weeks later came back, after doing a little bit more research and bought the bicycle with was over £2.2k,

The Active Magazine is the only monthly I actually advertise in and it has paid off on a number of occasions from different adverts I run, where customers have told me they have come into the shop to see "said" bicycle.

**Neil Holman**  
Owner of George Halls Cycle Centre

# Contact

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**INSTAGRAM**  
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