

active

MEDIA PACK 2019

active

YOUR HEALTHY LIFESTYLE MAGAZINE

ISSUE 79 | JANUARY 2019

How to eat, Caribbean-style
Walk Ufford and Barnack
New Year resolution advice
Explore Mowsley and Saddington
Open water swimming
Triathlon training for kids



Ready. Set. Go!

Great healthy, active
ways to win in 2019

+
**Active
Kids**

Rugby, netball,
triathlons and
more: inspiring
children to get
up and go!





Foreword

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 get going!

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 businesses in the area the chance to increase their customer base, while putting our readers in touch with their local clubs, companies and organisations.

active has a team on board with experience of publishing on a national and international level and, vitally, it's written and photographed by local people who 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 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 clubs, shops, pubs and restaurants, is focused at an audience keen to spend and keen to try out new things. Lively, entertaining, full of local people looking great, living healthily and getting fit: **active** is an engaging, vibrant magazine for your area.

- > People > Health > Travel > Fashion > Sport
- > Food > Nature > Beauty > Local walks > Fitness
- > Kids > Events > Competitions > Fitness > Challenges



Ufford and Barnack
Two of England's finest churches and an equally good pub are just two of the attractions on this circuit

Difficulty rating [Icons]

THE ROUTE
The route starts in Ufford, near the Lincoln Road. From there, you will follow the road to Barnack, then back to Ufford via the high street and the river. The route is 10.5 miles long and takes about 2.5 hours to complete.

Essential information
 Ufford Church: 13th-century church with a fine tower.
 Barnack Church: 14th-century church with a fine tower.
 The Crown Inn: A traditional pub in Ufford.

“I’ve been absolutely amazed by the number of people who have commented about my Day in the Life feature.”

Andrew Cromie, Agronomist, Hutchinsons.

Finishing touches

FASHION
Puffer power
January is the month for buying a warm coat, so what about a puffer?

BEAUTY
Seeking Serenity after the party season
Kate Maxim visits Serenity Loves for a much needed facial after extensive partying for her birthday and Christmas

And finally...

Womens Lovers Light Blue hooded anorak parka £2800 [view item](#)

Photoacoustic without skin prep £1200 [view item](#)

Down and feather jacket with fur trim £950 [view item](#)

Peak men's down hooded jacket £450 [view item](#)

Audience profile

Forget claims of postcodes and house prices as a selling point for readerships: 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. Advertisers have always found this to be the case, because **active** is not a coffee table magazine, flicked through idly when bored, having dropped on your doormat.

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.

A 2018 Deloitte report stated that the UK leisure sector is worth around £117 billion in revenue, accounts for 7.4% of GDP and has grown 5% annually since 2010, making it one of the few sectors to grow continually over that period.

Also, 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 around 15-20% of their income on leisure activities, travel and eating out, and the trend shows no signs of abating, as the mindset of the leisure consumer evolves - a behavioural shift from product-consumption to experience-consumption. In other words, they want to spend their money on the things that make them content.

These are typical **active** readers, and crucially they 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.

Distribution profile

In order to reach such a wide ranging readership **active** is distributed for free twice a month to local supermarkets. Distribution is also targeted at high-traffic locations including sports clubs, leisure facilities, schools, hotels, restaurants, pubs, independent and national retail outlets, doctors' surgeries, dentists, hospitals, libraries, museums, railway stations, veterinary surgeries, hairdressers and selected local events.

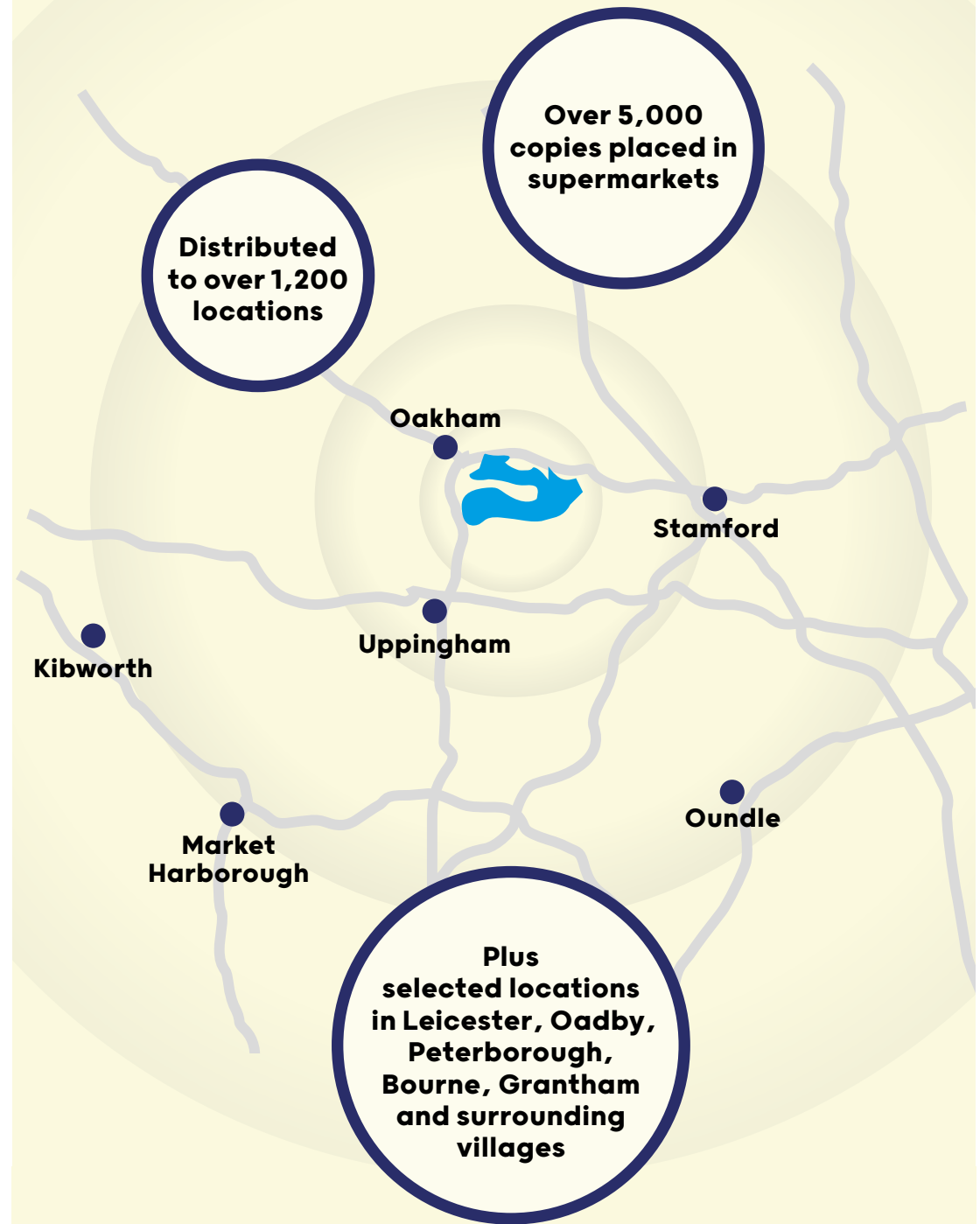
active is available to the readership at the end of the week of the preceeding month in print and online, with distribution covered within seven days to increase the impact for advertisers and to maximise the exposure of the magazine.

With a combined print and digital readership estimated at over 50,000 per edition, **active** reaches over 600,000 readers annually.

Free everywhere

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

The online version of the magazine is compatible with iPhone, iPad, PC, Mac and Androidphones. We are always developing our website and social networking feeds to ensure the greatest possible coverage for advertisers.



TESTIMONIALS

“Since opening our business we have always received advice and support from the whole team at **active**. We chose to advertise with them as their distribution methods differ from other lifestyle magazines, therefore casting the net a little further and increasing the amount of people to see our adverts.”

Emma Sowden / Sowden Wallis Estate Agents, Stamford

“**active** has been the most effective marketing channel in order to reach our specific market. **active** seems to be available everywhere and is a popular read for many. Thank you **active** magazine for all our new business.”

Liz Clare / Cell Regeneration, Tinwell



“With great distribution throughout the region and credible articles, it makes **active** one of the go-to publications for our local and regional advertising.”

Sally Middlemiss / Rutland Cycling

“I advertise in **active** as many people I know read it. It has good articles and plenty of features of interest covering many topics for an active, healthy life. The magazine is well presented and has a good ratio of features to adverts. It’s very good for a free publication which is very pick-upable.”

Rob Pullen / Leicester Running Shop

“It’s so refreshing to work with **active**. They have such a friendly and efficient team, who understand the needs of the hospital and have played a huge part in our media campaigns and strategy. I will definitely recommend **active** to anyone who needs to advertise their business.”

Lynne Nelson / Fitzwilliam Hospital

“Cafe Ventoux has advertised and been supported by **active** since we opened our doors. The response we receive from the **active** team is always professional and efficient, with the results from each advert placed means we do not have to advertise in any other magazine.”

Brian Jordan / Café Ventoux

“The team at **active** has at all times provided timely communication and reliable service throughout our 12-month programme. Staff have been friendly, helpful and efficient giving us confidence they are working in our best interests through a combination of advertising and associated activities. It has been a pleasure to work with such a professional group of people.”

Helen Mary Perkins / Bowen Supplies by Helen

“The team at **active** has always been very helpful and professional. The magazine always looks great and I know of several prospective parents who have commented that they have seen our adverts. Parents and visitors to the School always pick up a copy and it’s great to see it in circulation in many of the locals shops and restaurants so we know our message is getting out there.”

Amy Costello / Leicester High School for Girls

“Dear Editor, on behalf of Stamford flower club I wish to thank you for contributing to the success of our recent Flower Festival. Visitors said that they had learned about our event through the events section in **active**. The festival was an outstanding success with over 600 visitors over the three days.”

Catherine Gardiner and Linda Upson / Stamford Flower Club



Advertising formats

PRINT

PAGE SPECIFICATIONS

Double Page Spread w:440mm x h:285mm
(plus 3mm bleed outside edges and 6mm gutter bleed)

Full Page w:220mm 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

Classified strip w:188mm x h:42mm

Classified w:58mm x h:42mm

Market Place w:35mm x h:55mm

DIGITAL

3 MONTHS

Homepage Banner 728 x 90 px - £250 pm

MPU (Mid-page Unit) 250 x 250 px - £150 pm

6 MONTHS

Homepage Banner 728 x 90 px - £200 pm

MPU (Mid-page Unit) 250 x 250 px - £125 pm

12 MONTHS

Homepage Banner 728 x 90 px - £175 pm

MPU (Mid-page Unit) 250 x 250 px - £100 pm

Our standard advertising spaces are available as follows

Double Page Spread



£1300

Covers



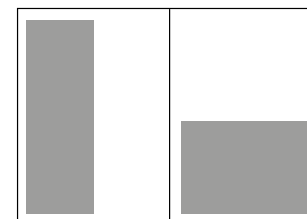
£880

Full Page



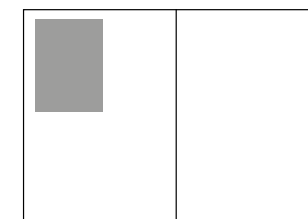
£770

Half Page



£420

Quarter Page



£260

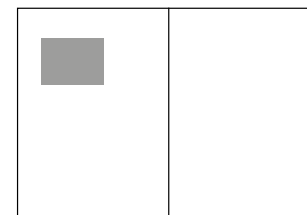
Classified



£150

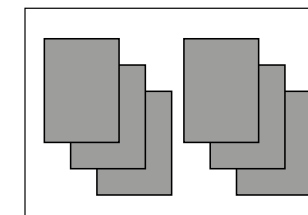
£60

Market Place



from £30

Leaflets



from £45 per 1000

All prices subject to VAT where applicable

VAT registration no. 152 7173 18

Schedule

ISSUE	AD DEADLINE	DISTRIBUTED
January 2019	6 December	27 December
February 2019	17 January	31 January
March 2019	14 February	28 February
April 2019	14 March	28 March
May 2019	18 April	2 May
June 2019	16 May	30 May
July 2019	13 June	27 June
August 2019	18 July	1 August
September 2019	15 August	29 August
October 2019	12 September	26 September
November 2019	17 October	31 October
December 2019	14 November	28 November
January 2020	12 December	2 January



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