

M E D I A P A C K



MID ESSEX'S FAVOURITE FASHION & LIFESTYLE MAGAZINE

CHELMSFORD - BRENTWOOD - BILLERICAY - AND SURROUNDING AREAS

balanceLife Magazine is a local high-end, quality publication focusing on fashion, beauty, wellbeing, weddings, home interiors, property, sport, entertainment, events, travel, restaurants, food and drink and more. It has been successfully published since 2001, bringing local businesses and like minded customers together.

The magazine is easily picked up, free of charge, from over 100 selected retail and leisure stockists, including Waitrose, Sainsburys, Tesco, Morrisons, departmental stores, shopping centres, villages shops, golf & country clubs, restaurants, clubs, bars and cafes, health and fitness centres, hair & beauty salons, fashion outlets, sports clubs, car showrooms, private hospitals, wedding registration offices and events. We are also contracted to be at Chelmsford train station as a daily pick-up publication for City & Essex professionals on route to their offices.

We offer our advertisers the highest possible penetration into local homes within our distribution area and to ensure our advertisers gain maximum coverage and minimum waste, distribution is researched and monitored.

Distribution is operated by our own adult team and you will regularly see our promotional delivery vans buzzing around the towns and villages replenishing our stockists.

We are often asked why choose a free distribution in preference to purchase? And our answer is always the same. As a free quality magazine it will be picked up to be read and not stagnate on a newsagents shelf. Through our research and monitoring we know that approximately 20,000 copies will be picked up within 10 -14 days. Research also suggests that the magazine is rarely thrown but passed on each month to 4 or more further readers.

We know that success can only be achieved through maintaining satisfied customers. Therefore we are committed to a high standard of quality and service and continually strive to understand and respond to our clients ever changing needs.

Quality and content has always been our priority and we pride ourselves in having many of the county's most successful businesses as committed advertisers.

- For Her:** Fashion, Hair, Beauty, Wellbeing, Shopping
- For Him:** Gadgets, Motoring, Sport, Fashion, Grooming
- For All:** Restaurants, Recipes, Travel, Leisure, Entertainment, Home Interiors, Gardens, Property
- For the Bride & Groom:** Advice, Ideas, Bridal wear, Fashion, Venues, Wedding Suppliers.

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DIGITAL ADVERTISING

As a key part of our long established magazine the balanceLife website offers an exciting new advertising opportunity to clients who wish to maximise their business prospects.

Advertising space surrounds professionally written content from the magazine and each client is given the opportunity to select the page that matches their product or service, maximising relevance and awareness. All advertisements have click through facilities direct to the advertisers website to provide web users with instant access to products, services or special offers

Advertising online has great advantages as your advertisement is not limited by geography or time, thus ensuring a new online audience

EVENTS

Are you looking for an Event Planner, Party Organiser or Wedding Consultant? Our experienced, professional team can save you time and money by overseeing every aspect of running an event and ensuring that all runs smoothly.

ADVERTISING ENQUIRIES

For magazine, events and web advertising please email:
advertising@balancelifemagazine.com or complete our Enquiry Form online.

THERE IS SO MUCH MORE ON OUR WEBSITE!

Visit our website for more **articles**, the **latest trends**, direct access to **local shops**, **wedding specialists**, **competitions**, **fashion discounts**, **entertainment**, **recipes** and the best **Essex Dining** comprehensive guide for **local restaurants** giving you the cost, style, opening times and directions.
www.balancelifemagazine.com



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