THAMES LIFE MAGAZINE

Media Pack

Where Community Connects

V.2.3

Your local community magazine -
6,000 copies delivered to homes and community spaces
in Laleham and Staines



Make your business a
household name in the local area

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hello@thameslifemagazine.co.uk

Debs 07513 989145

www.thameslifemagazine.co.uk

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About
Your local community magazine. 6,000 copies delivered FREE to homes and community spaces in Laleham and Staines.

Bi-monthly editions: Jan/Feb, Mar/April, May/June, July/Aug, Sept/Oct, Nov/Dec,

Handy size, **A5 colour magazine** blending interesting **editorial, information and advertisements.**

Advertiser testimonial

> We've found advertising in Thames Life magazine to be effective in helping raise awareness of Just Clear and would recommend it to other local service providers and businesses.
> We find that placing regular ads helps keep our name at the front of mind when people find they're in need of a reliable, rubbish, house clearance or removals service.

Bradley Collins,
Business Owner, Just Clear-Staines

Why Thames Life is the Go-To Advertising Partner for Local Businesses

A Trusted Voice at the Heart of the Community

Readers see it as a reliable, neighbourly guide to what matters locally. Your brand sits in front of an audience that trusts Thames Life, meaning your message carries more weight, more credibility, and stronger brand affinity.

Hyper-Local Reach With Real Impact

Your audience isn't scattered. It's concentrated, connected, and invested in local life.
Businesses reach the exact people who are most likely to visit, buy, book, or recommend.

Be Seen by Highly Engaged Local Residents

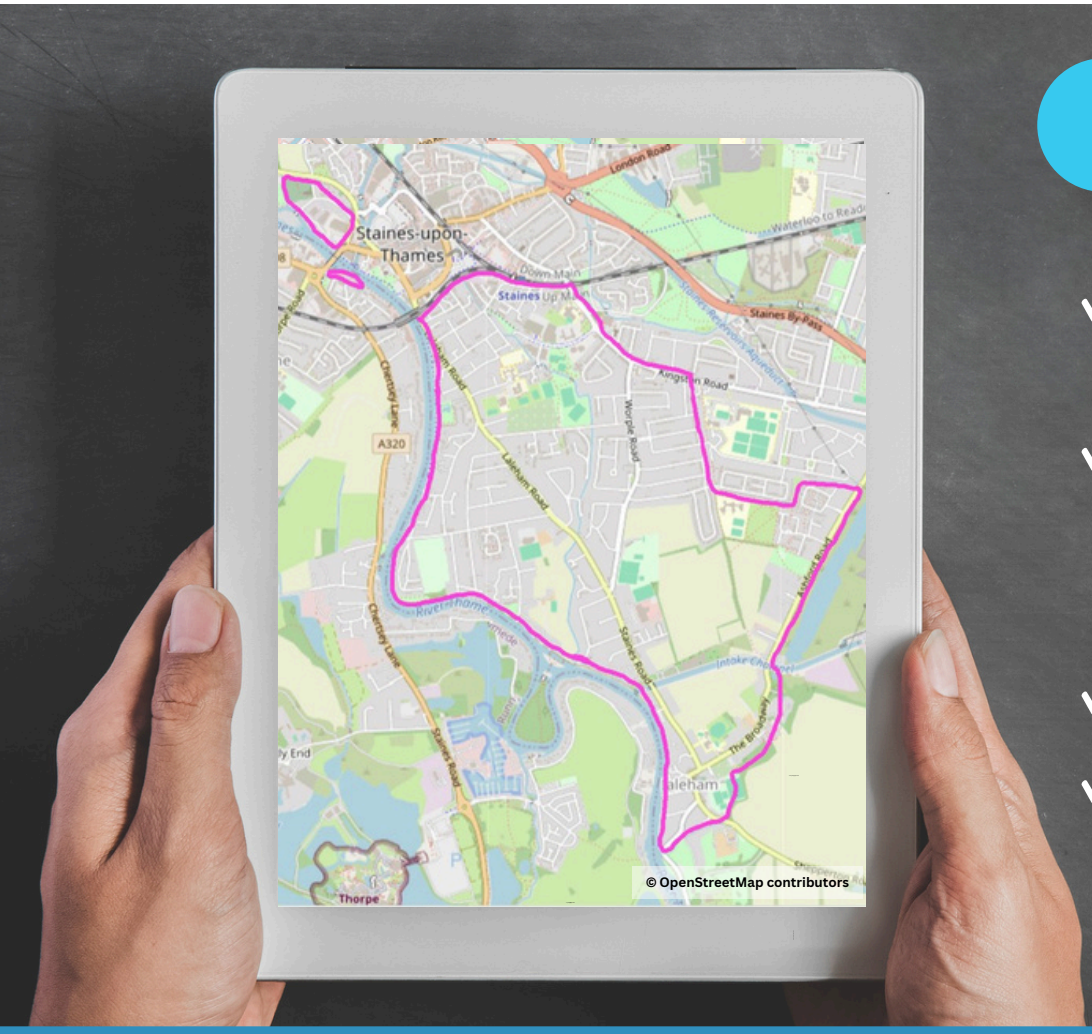
Many of our readers are keen to actively support nearby services, shops and professionals. The magazine gives them an easy route to find the trusted local businesses they are seeking.

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Distribution



TARGETED DELIVERY

- ✓ **6000 copies delivered to homes & community spaces**
- ✓ **Collection points including libraries: *Staines, Ashford, Egham, Chertsey, Shepperton***
- ✓ **Bi-monthly circulation**
- ✓ **Local reliable delivery agents**

*Map data from OpenStreetMap, under the Open Database License, openstreetmap.org/copyright

Map is for illustrative purposes only

EDITIONS: JAN/FEB MAR/APRIL MAY/JUN JUL/AUG SEPT/OCT NOV/DEC

Timing

8th *of the month prior to publication*

Latest date to **book your advert** for the following month	BOOK
Last day to **supply advert artwork** for inclusion	ARTWORK
Payments must be received to benefit from **5% discount** Otherwise payment must be received no later than 28th (of same month)	PAYMENT

DELIVERY — **Magazine is delivered** around **1st day of month** - and up to one weekend before and after

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Price List

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We believe in local visibility for all. That's why our advertising options are designed to be flexible, with a range of prices to suit every budget.

Whether you're looking for a one-off spotlight or a sustained campaign, Thames Life offers packages that make your investment work harder.

Prices held from 2025

Page space	1 issue
Double page	£400
Full page	£250
Half page	£135
Quarter page	£75

Series discounts

3 ISSUES **10%** SAVING*

6 ISSUES **12%** SAVING*

Consistency is key -
Research shows that **repeat advertising** delivers the **strongest results**, building familiarity, trust, and recall with readers over time.

Premium positions	1 issue
Back cover	£375
Front inside cover	£320
Back inside cover	£270
Centre page spread	£450

Advert design	
Full or half page	£50
Quarter page	£35

"Ads that repeat, stick.
Brands that stick, grow."

*Please note: series and charity discounts may not be used together and are unavailable on premium positions

Registered charities receive **20% discount***

Prices stated include **5% early payment discount**, for payment by **8th of month** prior to publication

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Artwork Specification

Media Pack

Full Page
Height
210mm x
Width 148mm
+ 3mm bleed

Half Page
Height
94mm x
Width 130mm

Quarter Page
Height
94mm x
Width 63mm

COPYRIGHT NOTICE:
If you have previously advertised with another publisher and you have been sent your advert for approval by post or email, this advert is subject to their COPYRIGHT rules. This means that you cannot publish/use the advert anywhere else without their prior permission. It is therefore advisable that before sending your advert over for publishing by Thames Life that you seek permission from the designer before doing so.

ARTWORK FILES
Finished artwork can be supplied in the following full colour CMYK fomats:
PDF, JPEG.
All files must be of a high resolution (300dpi) and all fonts embedded.

NOTE ON CANVA FILES
Jpeg - When exporting/sharing your artwork file, please ensure quality is set to 100.
PDF *(preferred for full page ads)* - When exporting/sharing your artwork file, select 'PDF Print'. Always tick 'Flatten PDF' and change 'colour profile' to CMYK. For full page adverts also tick 'crop marks and bleed'.

Terms & Conditions of Trading

Quick Guide Summary for Advertisers*

- **Booking & payment** – Invoices payable at booking for 5% discount, or no later than the 8th day of the month prior to publication.
- **Flexible pricing** – Options to suit every budget, from small independents to larger sponsors.
- **Artwork deadlines** – Supply final artwork by the agreed date; otherwise, previous material may be used.
- **Content standards** – Ads must be accurate, appropriate, and comply with ASA guidelines.
- **Cancellations** – Free if made 30+ days before publication; later cancellations may incur a charge.
- **Repeat advertising** – Consistency delivers the best results; loyalty discounts available.
- **Liability** – Thames Life is not responsible for errors or omissions beyond the cost of the ad.

*Full T&Cs on website

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Frequently Asked Questions

How many copies are delivered each month?
A total of 6,000 Thames Life Magazines are delivered bi-monthly to homes and community spaces (such as library, cafes and day centres) in the TW18 postcode.

When is the magazine delivered?
The magazine is published and delivered every other month (Jan, March, May, July, Sept, Nov). Deliveries are normally made the first week of the month. They can be made up to one weekend prior and one weekend after the 1st day of the month.

How do I know if Thames Life Magazine is delivered? Thames Life is delivered by a team of local distributors - all are vetted and all comply with our strict guidelines for delivery. We also utilise a delivery tracking app and carry out spot checks on a regular basis.

What are premium pages?
Premium Pages are the back cover, inside front cover, inside back cover, and the centre page spread. Our Premium Pages tend to be booked well in advance. Please enquire for latest availability if of interest to you.

What success do advertisers have?
We regularly have a very high number of advertisers who renew their booking, which we believe is indicative of the continued success they have.

Can I change my advert each issue?
Yes, of course as long as your artwork is received by the artwork deadline for each issue. As a matter of course, when booked in, you will always be emailed each issue to advise the next deadline date.

Can I change which edition my advert appears in?
Yes, just make sure you give at least 2 weeks notice (by email) before the next artwork deadline.

Are the artwork deadlines flexible? Unfortunately not: printing and delivery timetables are agreed well in advance and cannot be changed. You will be reminded of deadline dates for each issue via email.

I haven't got an advert, what do I do?
We're happy to help to design your advert for a small fee. We'll talk you through the steps, get some details from you and then create an advert for you.

How do I book in to advertise with Thames Life?
To book into Thames Life Magazine, you will first need to decide the following:
1. The size of advert you would like
2. How many issues you would like your advert to appear
3. Which editions you'd like your advert to appear
4. If you have artwork or would like our help in designing an advert for you.

What file format of my advert can I send over?
PDF or Jpeg files are fine. If you're not sure if the file you have is suitable we're happy to check it for you, just email it over. The resolution of the file should be a minimum of 300dpi. Please make sure you own or have the right to use any images included within your artwork. Please check thoroughly for COPYRIGHT ownership.

When do I pay for my advert?
Our invoices are issued at he time of booking. Invoices paid by 8th of month prior to publication date benefit from a 5% discount. Otherwise they must be paid no later than the 28th day of the month prior to publication date -(in this case they will not benefit from the 5% discount). Payment should be made direct to our bank account. Our bank details can be found on every invoice issued.

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Terms & Conditions of Trading for Advertisers

1. General
• Thames Life magazine ("Publisher") is a trading name of D&J Media Ltd., registered company number 16796553
• These Terms & Conditions ("Terms") apply to all advertising placed in Thames Life magazine.
• By booking advertising space, the advertiser ("Client") agrees to be bound by these Terms.

2. Booking & Payment
• Advertising space is allocated on a first-come, first-served basis.
• A booking is confirmed once Thames Life issues written acceptance (email or signed agreement).
• Invoices are issued on confirmation of booking.
• A 5% discount is applied for payments received by 8th day of month prior to publication.
• Otherwise, payment terms: invoices are payable no later than the 28th day of the month prior to publication release.
• Late payments may incur interest at 2% per month.
• Charity and series discounts may not both applied simultaneously.

3. Debt Recovery Rights
• If the Client fails to pay within the agreed terms, the Publisher reserves the right to suspend services and any ongoing work.
• The Publisher may charge statutory interest and compensation for debt-recovery costs in accordance with late-payment legislation.
• The Publisher may pursue any legal remedy available to recover outstanding amounts.

4. Rates & Packages
• Current advertising rates are published in the Thames Life Media Pack.
• Packages are available to suit all budgets; discounts may apply for repeat or multi-issue bookings.
• Thames Life reserves the right to amend rates with 30 days' notice.

5. Artwork & Deadlines
• Final artwork must be supplied by the Client by the agreed deadline.
• The client must own the copywrite or have express permission from the copywrite holder for use of advert artwork supplied to us.
• Thames Life accepts artwork in standard formats (PDF, JPEG). An artwork specification sheet is provided to advertisers.
• If artwork is not received by the deadline, Thames Life may use previous material or insert a "space filler" at full cost to the Client.

6. Content Standards
• All advertising must comply with UK Advertising Standards Authority (ASA) guidelines. Thames Life reserves the right to refuse or amend any advertisement deemed inappropriate, misleading, or offensive.
• Responsibility for the accuracy of content rests solely with the Client.
• Whilst every care is taken, the Publisher is not liable for any loss arising from the failure of an advertisement to appear, nor is the Publisher liable for author's or printer's errors.
• Whilst every effort is made to avoid errors, should they occur, the Publisher shall not be liable in the following circumstances:

- Where the error is due to incorrect or imprecise instructions from the advertiser.
- Where the copy has been given only verbally to the Publisher.
- Where the Advertiser has not returned the advertisement proof to the Publisher within 24 hours of receipt. The Publisher cannot be held responsible for proofs that enter spam/junk email folders.
- Where the proof of advertisement is signed as acceptable.

7. Cancellations
• Cancellations must be made in writing at least 30 days before publication.
• Cancellations after this period will be charged at 50% of the agreed rate.
• Non-supply of artwork is not considered a valid cancellation.

8. Liability
• Thames Life will not be liable for any loss, damage, or expense arising from errors, omissions, or failure to publish an advertisement.
• Maximum liability is limited to the cost of the advertisement in question.

9. Distribution Disclaimer
• The Publisher gives no warranty that the magazine will be delivered house-to-house or to any specific drop-off points.
• Distribution routes, quantities, and delivery schedules may vary without notice.
• The Publisher accepts no liability for delays, partial delivery, or non-delivery of the publication in any area.

10. Severability
• If any provision of these Terms is found to be invalid, unlawful, or unenforceable by a court of competent jurisdiction, that provision shall be removed or limited to the minimum extent necessary.
• All remaining provisions shall continue in full force and effect.

11. Governing Law
• These Terms are governed by English Law.

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