

J'AI ME

YOUR LOCAL LUXURY LIFESTYLE MAGAZINE

2021



BRAND OVERVIEW

J'AIME magazine is an inspirational, luxury lifestyle magazine for the West Midlands, covering Sutton Coldfield, Lichfield and the surrounding villages.

With 15,000 copies printed eleven times a year, including a bumper summer issue covering July and August, **J'AIME** is distributed free of charge to hand-picked ABC1 homes in the area, with further copies available for free pick up from selected local supermarkets.

High quality editorial covers influential and inspirational local people and businesses, alongside features on fashion, beauty, travel and motoring. There is a particular emphasis on homes, interiors and leisure including dining out, recipes, wine and cocktails, plus book and theatre previews and reviews and a local What's On guide

To complement our printed magazine the newly relaunched **J'AIME** website includes a flick-through online copy of the magazine, including hyperlinks to our advertisers' websites and the best of each month's editorial, as well as plenty of extra online-only content covering the whole of the Midlands.

J'AIME is also active on social media including Facebook, Instagram, Twitter and LinkedIn.



THE TEAM



EDITORIAL DIRECTOR: AMY NORBURY

With more than 15 years spent working on the editorial side of regional magazines, Amy brings a wealth of experience and expertise to J'AIME, which she launched alongside advertising director Jan Ashley in 2017. Now in its fourth year, J'AIME has earned a reputation as the Midlands' premier luxury glossy lifestyle magazine, being nominated for an impressive three awards at the most recent Midlands Media Awards as one of the few independent publications represented alongside some of the biggest names in regional media.

As well as being an award-winning editor, Amy is an excellent features writer and prides herself on providing engaging content for the publication. She is always willing to go the extra mile for the story, and particularly memorable assignments have included tackling Europe's longest zipwire, getting transformed into Elphaba while interviewing the cast of Wicked backstage and learning to fly a helicopter. Amy has a particular passion for all things food and drink-related and is well known in the area for her restaurant reviews.



ADVERTISING DIRECTOR: JAN ASHLEY

Jan has more than 45 years experience of working in advertising sales for major newspapers and magazines - both lifestyle and business - around the West Midlands, Staffordshire and Shropshire.

Jan prides herself on offering the best advertising solutions for her eclectic client base and is always on hand to help clients through the advertising process to ensure they get the best possible results. She has many clients who have been with her for decades and their loyalty is testament to the exceptional level of service provided.

THE TEAM



CONTRIBUTING EDITOR: JENNY AMPHLETT

A journalist for 25 years, Jenny has also been a magazine editor and more recently an events organiser. As head of events and special publications at The Sentinel and StokeonTrentLive she was responsible for a wide range of editorial and community projects. Her team ran events and produced niche publications and bespoke films. She organised events including the Our Heroes Awards, The Sentinel Business Awards, The City of Stoke-on-Trent Sports Awards, Moorlands Heroes Awards and A Proper Stokie Christmas.

Jenny has edited a string of Midlands magazines including Staffordshire Life, The Journal, Staffordshire County Magazine, The North Staffordshire Magazine, Birmingham Life, Shropshire Life, West Midlands Life, Warwickshire Life and Herefordshire and Worcestershire Life. She has worked for newspapers including The Sentinel, The Shropshire Star and The Stafford Post. Jenny was named Columnist of the Year at the O2 Media Awards 2019 and Feature Writer of the Year at the O2 Media Awards 2015.



BRAND IN-DEPTH

Print: Regarded as one of the Midlands' premier glossy lifestyle magazines, **J'AIME** is the go-to print choice for many prestigious businesses in the area. With an emphasis on strong, upbeat and engaging editorial content, the magazine has earned a loyal and highly engaged readership across the area.

Digital: **J'AIME** can be read digitally in two different ways. The newly relaunched **J'AIME** website - www.jaimemagazine.com - includes the best of each month's editorial as well as plenty of extra, online-only content, covering the whole of the Midlands region. A free flick through edition is also available on the website, where readers can see each page exactly as it appears in the print magazine and can click on hyperlinks to be directed to advertisers' websites.

Social: **J'AIME** is active on social media including on Facebook, Instagram, Twitter and LinkedIn. Friendly, engaging content is added each day. The audience is growing steadily across all platforms.

DISTRIBUTION:

Through the door: **J'AIME** is delivered to thousands of selected ABC1 homes around Sutton Coldfield, Lichfield and the surrounding areas each month.

With your shop: Pick up your free copy of **J'AIME** in Tesco, Morrisons, Sainsbury's and Asda supermarkets in Lichfield, Mere Green, New Oscott, Tamworth, Minworth, Cannock, Aldridge and Burntwood.

In your pocket: Visit the brand new website at www.jaimemagazine.com for the best magazine stories plus plenty of extra online-only content.

MAGAZINE RATE CARD

	One-off	5 Inserts	11 Inserts
Full Page	£600	£500	£480
Half Page	£350	£300	£275
Quarter Page	£200	£175	£160

	One-off	11 Inserts
Outside Back Cover	£950	£800
Inside Back Cover	£700	£600
Inside Front Cover	£800	£700
Page 5	£650	£550

ADVERT SIZES

Full page without bleed: 190mm x 280mm

Full page with bleed: 216mm x 303mm

Half page: 190mm x 138mm

Quarter page: 93mm x 138mm

Provided artwork is required in 300dpi PDF format at the appropriate size. We also offer an in-house ad creation service for a small extra fee, and on-going amends for a nominal amount.

PUBLICATION SCHEDULE 2021

Edition	Booking Deadline	Copy Deadline	Publication Date
March 2021	Friday Feb 12th	Monday Feb 15th	Friday February 26th
April 2021	Friday March 12th	Monday March 15th	Friday March 26th
May 2021	Friday April 16th	Monday April 19th	Friday April 30th
June 2021	Friday May 14th	Monday May 17th	Friday May 28th
July/August 2021	Friday June 18th	Monday June 21st	Friday July 2nd
September 2021	Friday Aug 20th	Monday Aug 23rd	Friday Sept 3rd
October 2021	Friday Sept 17th	Monday Sept 20th	Friday Oct 1st
November 2021	Friday Oct 15th	Monday Oct 19th	Friday Oct 29th
December 2021	Friday Nov 12th	Monday Nov 15th	Friday Nov 26th

DIGITAL RATE CARD

We have a series of digital advertising packages to provide a variety of coverage, including digital display, sponsored content and social media collaborations:

PLATINUM: £950

- Homepage display sidebar advert for one calendar month
- Single category display advert for one calendar month
- Sponsored article: a feature promoting your business, written by our professional journalists following a 30-minute telephone interview, incorporating supplied photography
- Social media post across three platforms - Facebook, Instagram and Twitter

GOLD: £650

- Single category display advert for one calendar month
- Sponsored article: a feature promoting your business, written by our professional journalists following a 30-minute telephone interview, incorporating supplied photography
- Social media post across three platforms - Facebook, Instagram and Twitter

SILVER: £450

- Sponsored article: a feature promoting your business, written by our professional journalists following a 30-minute telephone interview, incorporating supplied photography
- Social media post across three platforms - Facebook, Instagram and Twitter

HOMEPAGE BANNER ADVERT: £500

FULL SITE BANNER ADVERT: £POA

All rate card prices are exclusive of VAT.

We can also offer bespoke packages to suit all budgets and requirements.
Contact us on **editor@jaimemagazine.com** for further details.

CONTACT US

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