

# J'AI ME

YOUR LOCAL LUXURY LIFESTYLE MAGAZINE

2022



# 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 ten 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.



# 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](http://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](http://www.jaimemagazine.com) for the best magazine stories plus plenty of extra online-only content.

# MAGAZINE RATE CARD

	One-off	5 Inserts	10 Inserts
Full Page	£650	£550	£500
Half Page	£400	£350	£300
Quarter Page	£220	£185	£175

	One-off	10 Inserts
Outside Back Cover	£950	£800
Inside Back Cover	£700	£600
Inside Front Cover	£800	£700

## 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
Jan/Feb 22	Friday Jan 7th	Monday Jan 10th	Friday Jan 21st
Mar-22	Friday Feb 11th	Monday Feb 14th	Friday Feb 25th
Apr-22	Friday March 11th	Monday March 14th	Friday March 25th
May-22	Thurs April 14th	Tuesday April 19th	Friday April 29th
Jun-22	Friday May 13th	Monday May 16th	Friday May 27th
July/Aug 22	Friday June 24th	Monday June 27th	Friday July 8th
Sep-22	Friday Aug 19th	Monday Aug 22nd	Friday Sept 2nd
Oct-22	Friday Sept 16th	Monday Sept 19th	Friday Sept 30th
Nov-22	Friday Oct 14th	Monday Oct 17th	Friday Oct 28th
Dec-22	Friday Nov 11th	Monday Nov 14th	Friday Nov 25th

# 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](mailto:editor@jaimemagazine.com)** for further details.

# CONTACT US

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