

J'AI MIE

YOUR LOCAL LUXURY LIFESTYLE MAGAZINE

2026



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 six times a year, **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 **J'AIME** website includes a flick-through online copy of the magazine.



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 ninth year, J'aime has earned a reputation as the Midlands' premier luxury glossy lifestyle magazine.

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 many years of experience 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.

www.jaimemagazine.com: A free flick-through edition is available on the website where readers can see each page exactly as it appears in the printed magazine, and can click on hyperlinks to be directed to advertisers websites.

DISTRIBUTION:

Through the door: **J'AIME** is delivered to thousands of selected ABC1 homes in 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, Burntwood.

In your pocket: Visit **www.jaimemagazine.com** for viewing back issues and the best magazine stories.

MAGAZINE RATE CARD

	Up to 3 insertions a year	6 insertions a year
Full Page	£650	£580
Half Page	£450	£380
Quarter Page	£220	£200

SPECIAL SOLUS POSITIONS	Price per insertion
Outside Back Cover	£1,000
Inside Back Cover	£750
Inside Front Cover	£800

Advertising invoiced per edition.

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 2025

Edition	Booking Deadline	Copy Deadline	Publication Date
Jan/Feb 26	Friday 9th Jan	Monday 12th Jan	Friday 23rd Jan
March/April 26	Friday 27th Feb	Monday 3rd March	Friday 13th March
May/June 26	Friday 24th April	Tuesday 27th April	Friday 8th May
July/Aug 26	Friday 26th June	Monday 29th June	Friday 10th July
Sept/Oct 26	Friday 4th Sept	Monday 7th Sept	Friday 18th Sept
Nov/Dec 26	Friday 30th Oct	Monday 2nd Nov	Friday 13th Nov

CONTACT US

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