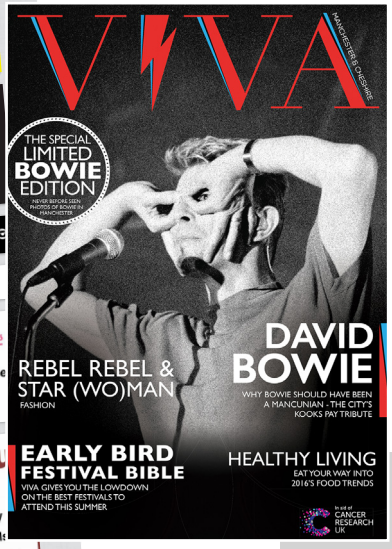
ABOUT VIVA LIFESTYLE:

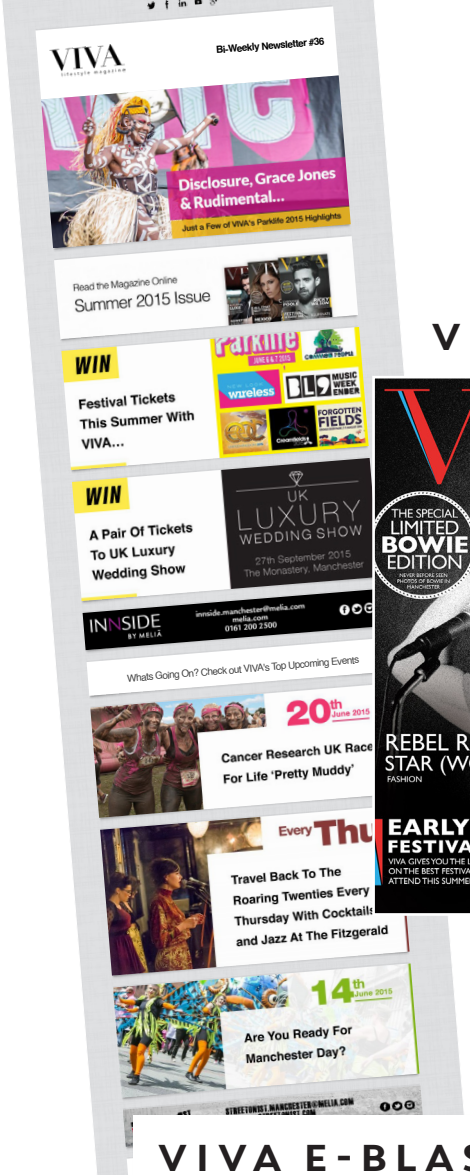
VIVA Lifestyle has rapidly grown to become one of the most recognised, effective and cutting-edge media agencies in the North West. VIVA's product portfolio includes: VIVA Magazine; VIVA Lifestyle Website; VIVA PR & Events; VIVA TV; VIVA Creative and Design and VIVA Photography. VIVA has eight years' experience in Manchester and is proud to be the City's longest-standing, free, glossy print-magazine. VIVA is the window for Manchester's style and is symbiotic with the city. VIVA's style is Manchester's style and Manchester's voice is VIVA whose informative, carefully-crafted news articles, features and interviews with celebrities, style icons, businesses and notables of both local, national and even international renown show locals, tourists and the world all that is on offer in this vibrant city.

VIVA

Lifestyle magazine

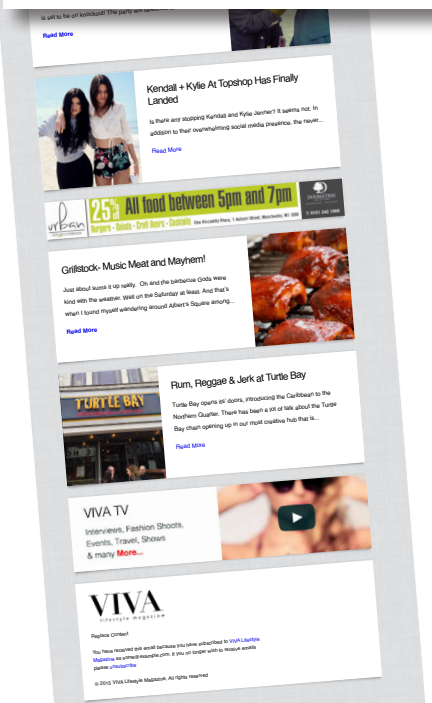
VIVA PRINTED MAGAZINE:





VIVA E-BLAST

VIVA's database of **30K+** contacts all receive eNews-letters, keeping subscribers up to date with information about VIVA . This includes links to the latest online issue, featured articles/reviews, celebrity interviews, events, competitions and much more!



READERSHIP:

VIVA readers are generally 25 to 45 year old, ABC1s. Educated, affluent, trendsetters and tourists of Manchester who indulge in a premium lifestyle and epitomise the vitality of our fast-paced city. They want to know about the best places to eat, drink, shop, and visit to spend their money. VIVA will help you to reach that audience because it will tell them who you are and where to find you!

DISTRIBUTION:

VIVA distribute **twenty thousand** print copies every quarter. Additionally, the constantly-updated, digital version of the magazine is available to read online and on handheld devices. **www.vivamanchester.co.uk.**

The print distribution catchment areas include:
Manchester city centre, Salford Quays, Chorlton, Didsbury, Altrincham, Hale, Wilmslow, Alderley Edge and Knutsford.

VIVA SOCIAL MEDIA:

Social Media works because the VIVA team are constantly engaged with it and our readers are too! It is now one of the most effective communication tools available to a business and VIVA can show you how to harvest the enormous benefits this platform can offer.

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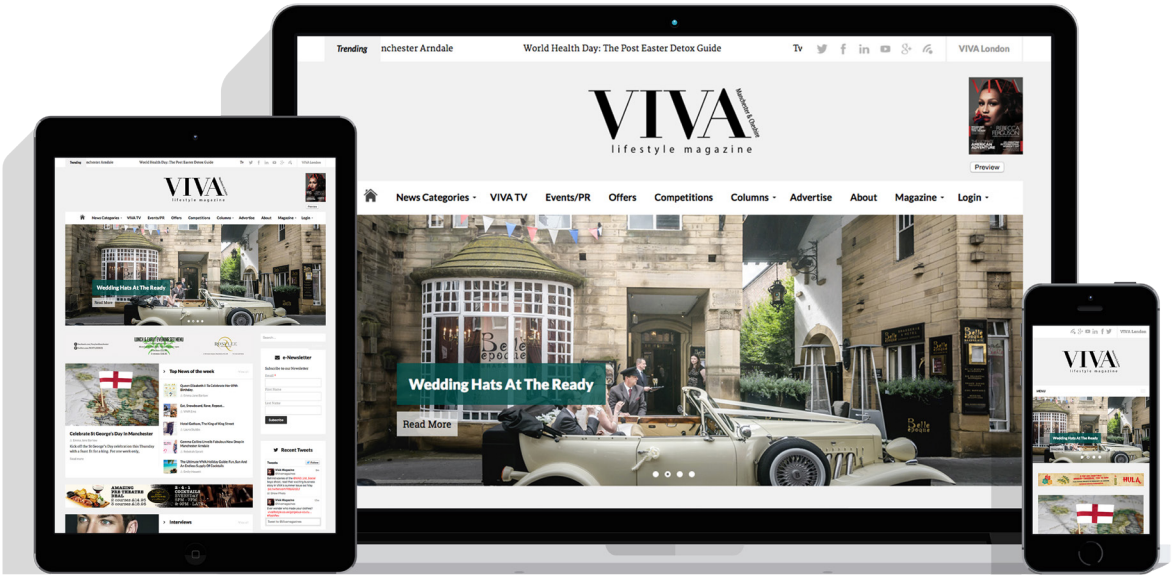
Lifestyle magazine

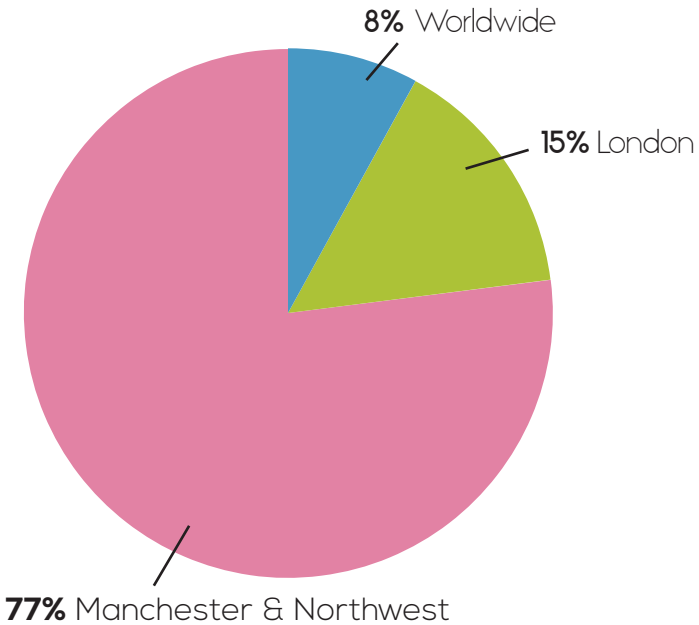
WWW.VIVAMANCHESTER.CO.UK:



www.vivamanchester.co.uk, is the electronic component of the printed magazine being a constantly-updated lifestyle website enjoying an ever-growing number of visits and page views month on month.

USER INFO:

READER LOCATION:



VIVA's average CTR is **1.5%** which is above the UK average of only **0.7%**

GENDER:

60% Female

40% Male

USER AGEGROUP:

15% - 45 to 54

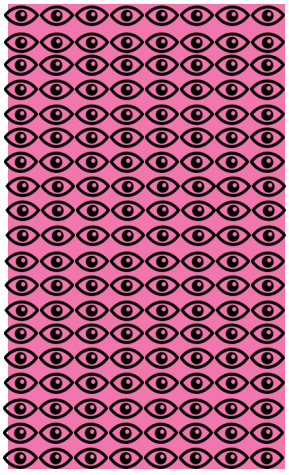
16% - 18 to 24

22% - 35 to 44

36% - 25 to 34

VIVA
Lifestyle magazine

VIVA'S MULTI-PLATFORM AD-CAMPAIGN PACKAGE REACHES (ON AVERAGE) 156,000 READERS EVERY QUARTER:



60,000+
Average Magazine Readership (Printed)

50,000+
Average Unique Website Visitors

30,000+
Newsletter Subscribers

16,000+
Social Followers

VIVA'S PRODUCT AND SERVICES:

PRINT:
Advertisements.
Advertorials.
Sponsorship.
Creative opportunities (such as bellybands, cover wraps and roll-folds).
Competitions.
Offers.

ONLINE:
Advertisements.
Advertorials.
Press releases.
Sponsorship.
Pop-Ups.
Ad Rotation.
Banners.
Skins.

SOCIAL MEDIA:
Features plugged as per print and online.

EBLAST:
eNewsletters:
Advertorials.
Press releases.
Offers.

FOR ALL ADVERTISING ENQUIRIES:

Please contact Christie Hutchinson: Via email: **christie@vivamanchester.co.uk** | Call the office: **0161 464 6284** | Or Mobile: **07738195986**

VIVA
Lifestyle magazine

VIVA PR & EVENTS:

VIVA can organise any function or party - from assisted planning to full management. The wealth of experience and contacts within the team means that we can deliver success for any event large or small. From celebrity appearances to themed entertainment, whatever you need VIVA will provide.

THE SMALL PRINT:

>> Guaranteed position 10% extra on list price. >> Photography and artwork is charged at cost. Series discounts apply only on receipt of a signed contract. >> Failure to complete a series will result in a surcharge being imposed on the adverts published. >> Pre-payment is mandatory for all new advertisers. >> VIVA magazine is printed four colour process so all adverts need to be supplied as CMYK Tiff files and at 300dpi. >> Artwork supplied is taken as print ready and will not be subject to print approval. >> The final deadline for print is the 15th of the month preceeding the forthcoming publication. >>The publisher reserves the right to charge a release fee for all artwork designed in house. >> All artwork designed by VIVA will be credited to VIVA. >> All rates are ex-VAT. >> Advertising packages/contracts automatically renew unless written cancellation by advertiser is received at least 3 months prior to the next printed magazine. >> If artwork isn't submitted on the deadline provided by the editorial team, VIVA will design an advert, and the advertiser (You) will be charged a design fee.

PUBLICATION SCHEDULE:

Please submit any artwork on time. **(If artwork isn't submitted by the deadline(s) provided below, VIVA will design your advert for you and you will be charged and invoiced for this service)**

JUNE ISSUE (Summer issue)	SEPT ISSUE (Autumn issue)	DEC ISSUE (Winter issue)	MARCH ISSUE (Spring issue)
Artwork deadline submitted by:	**Artwork deadline submitted by:**	**Artwork deadline submitted by:**	**Artwork deadline submitted by:**
16/05/2016	15/08/2016	16/11/2016	15/02/2017