



# E1iFE

**MORE THAN YOU THINK**

## MEDIA KIT 2016

BUSINESS ▶ LIFESTYLE ▶ PROPERTY

# Why East London?

Nowhere in the city boasts a deeper, richer or more diverse history than East London. Its earthy buzz and energy coming direct from its locals who have always mucked in and pulled together through good times and adverse.

Bombed in the Blitz, the crucible of the political landscape-changing Suffrage movement, and the home to the notorious gangsters Ronnie and Reggie Kray. The proliferation of current blockbuster movies on all these topics testifies to the fact that the world loves an East Ender.

Where else could you find the best jellied eels in town from a family business going back centuries, right next door to a polished and perfect brunch offering?

It is here that gritty urbanism meets city slicker; where tradition meets hipster; where the back alleys that once were home to street urchins retain their history, yet suddenly open out to be reminiscent of New York in its heyday.

## E1 Life Manifesto

Within our perfectly stitched, expertly executed pages, we vow to encapsulate the juxtaposition of being at the heart of East London and on the cusp of the City of London, but always as part of the community, and never simply as a dispassionate observer.

### BUSINESS

- Features on various business aspects such as; marketing, finance, staffing solutions
- Insight from various entrepreneurs
- Behind the scenes of local businesses
- Trials and tribunes of SME's

### LIFESTYLE

- Food & Drink
- Fashion
- Art & Culture
- Health & Fitness

### PROPERTY

- Interiors
- Information on the property market
- Estate agent's point of view

## Target Audience

Those who are 25, feel 25 and those who want to be 25





# Find E1 Life

Published bi-monthly, with 6 issues per year

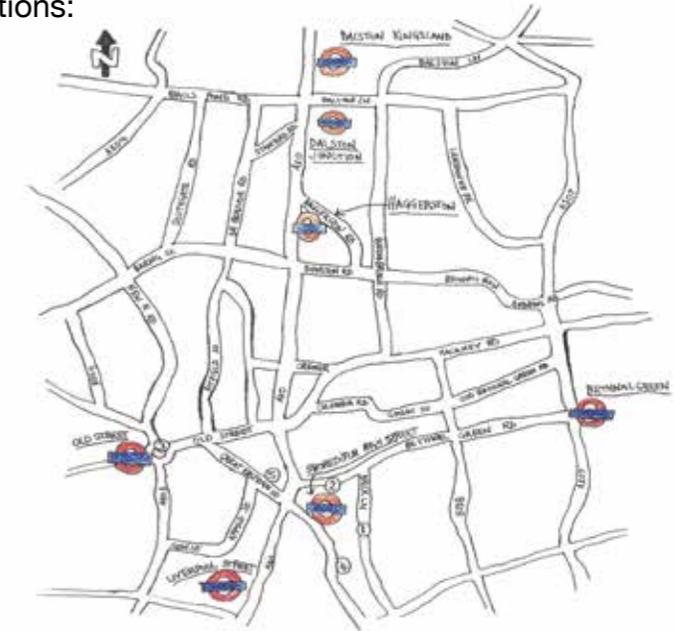
**30,000** circulation per issue across

**40%** to businesses and corporate offices

**30%** to private residential property developments

**30%** to key local stations:

- Moorgate
- Liverpool Street
- Shoreditch High Street
- Old Street
- Haggerston
- Dalston Junction
- Angel
- Hackney Central
- Aldgate East



## The Stats

Covering post codes E1 / EC1 / E8

£779,594 the average property price across E1

**5.36%** of the UK population cohabit in these areas

Majority of households consist of singles and couples

**25-59 age demographic**

Majority of ABC1 demographic

**Business owners/directors: 4 x the national average**

**Business investors: 31% higher than the national average**

**11/12 accounts have stable credit history**



## Rate Card

**Back cover:** £1,800

**Inside front cover:** £1,700

**Inside back cover:** £1,600

**Inside Front/Back cover DPS:** £2,800

**Gate fold (centre spread):** £2,200

**DPS:** £1,800

**Full page:** £1,000

**Property:** Price on application

**Leaflet inserts:** £50 per 1,000 - minimum of 10,000 leaflets

**Belly band:** POA

**Polly bagging:** POA

**Bound Inserts:** POA

**Advertorials:** plus 15% on the above rates

SERIES RATES:

**12-months (6 issues):** 50% off

**6-months (3 issues):** 25% off



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