WIN Ian Lavender: 'Six old men and me making fools of ourselves'

Hollywood classic films DVD box set luxury break for two at Potters

Back in Norwich

DANIEL O’DONNELL

Thetford Grammar School celebrates 450 years

GREAT BRITISH BAKE-OFF’S SUE PERKINS BRINGS SHOW TO NORFOLK

Musician who backed 60s stars at Great Yarmouth

Sweet Septembers Take a spin down Memory Lane

Six pages of letters

Six pages of puzzles

September 2016 Issue 168

www.letstalk24.co.uk

STAR INTERVIEW Media Information
East Anglia’s favourite magazine for the over 50’s...
The over 50’s are the largest and fastest growing demographic in Britain. Their magazine of choice is Let’s Talk.

Every month, we entertain and inspire our active and affluent audience with 140 pages of unique local content that’s enjoyed again and again… And now, with year on year circulation growth of nearly 10%* we’re proud to introduce an ever harder-working magazine with two separate editions for Norfolk and Suffolk.

Let’s Talk still amplifies your message across the region, but if you prefer county coverage, we’ve got it covered.

This media pack gives you more information on the Let’s Talk audience, our latest advertising opportunities and how East Anglia’s favourite magazine for the over 50’s just got better.
Let’s Talk content is designed to surprise and delight... and is perfectly aligned to your advertising messages:
Food and drink,
dining out delights on the doorstep.

Entertainment, leisure and events
a comprehensive What’s On Guide of places to go locally and further afield.

Gardening, fashion, cookery and health.
our trusted experts offer help and advice.

All of this for only £2.35

Let’s Talk readers:

- 72% enjoy regular eating out
- 68% enjoy gardening
- 61% go on day trips
Large, loyal, local readership

Let’s Talk delivers fantastic return on investment, thanks to an exceptionally loyal audience. It hangs around on coffee tables for weeks ensuring your brand is seen multiple times and keeps you front of mind.

- **85%** Have been reading Let’s Talk for 3 years plus
- **97%** Read every issue
- **98%** Rate it good or excellent
- **84%** Pass it on once read spreading your message even further

Exceptionally long **78 minutes average** read time.
Large, loyal, local readership
Our audience

Sources: *ABC Jan-Dec 15 + additional sampling, ** Publishers estimate Jun 16, ^ Omniture, average monthly unique visitors (Mar-May 16), ^^ Average subscribers (May16) Other sourcing: In magazine survey 2016
Our audience

- **Circulation**: 10,079 – Norfolk, 9463 – Suffolk, 19,542
- **Readership**: 46,867 – Norfolk, 44,002 – Suffolk, 90,869
- **Website**: 4,492 unique visitors monthly, 5,500 subscribers
- **E-newsletter**: 19,542 subscriptions

- **95%** Aged over 55
- **70%** Female
- **91%** Own their home outright = high levels of disposable income

**100,861** opportunities to be seen monthly
Although we have exceptional audience engagement, we’re always seeking new ways to improve.

Our readers and advertisers have told us they love the regional feel of Let’s Talk, but would like more localised coverage too.

So, we’re now dedicating 16 pages of quality, localised content per month to reflect the strong identities of our two counties.

This provides flexibility for you, with the opportunity to reach both Norfolk and Suffolk, making your message work harder.
We’ve been listening
But Let’s Talk doesn’t stop there

As well as loyal readers, our robust marketing activity takes Let’s Talk to new readers, providing opportunities to reach even more of your potential market. Our activity includes:

*Archant newspapers in Norfolk & Suffolk, JICREG Jun 16 **Omniture average monthly unique visitors, May 16 v May 15. Other sources: In magazine survey 2016
Promotional Copies: 6,000 additional copies per month will be placed into the hands of potential new readers, with particular emphasis in Suffolk at targeted locations such as garden centres. A further 2,000 will be placed into the hands of day trippers via the region’s leading coach companies. Truly captive audiences.

Bundles: Let’s Talk will be packaged alongside Archant's market leading newspaper titles, with a combined monthly reach of over 790,000 weekly readers*.

Free gifts: Significant investment to entice new readers includes puzzle magazines, postcards and Christmas cards packaged for free alongside the magazine - generating a projected 20% uplift in sales.

Point Of Sale: Increased visibility to maximise sales in 1300 locations.

Digital: The over 50’s are digitally savvy – 59% of Let’s Talk readers use the internet daily and LetsTalk.co.uk is boasting a 46% year on year increase in unique visitors**. We have a complete range of tailored digital solutions and e-newsletters, to compliment your print advertising and reach an even wider audience.
Circulation

- 9% circulation growth
- 46% digital growth
- Over 100,000 opportunities to be seen monthly
For more information about advertising opportunities in the region’s favourite magazine, please contact our friendly team on

01603 772497 (Norfolk)
01473 324544 (Suffolk)

So, Let’s Talk some more...