

Proposal for Sponsorship of Flat Living Online Leaseholder's Guide



flat-living.co.uk

What is The Leaseholder's Guide?

Flat Living magazine, the highest circulating magazine in the leasehold sector, is launching an authoritative guide for everyone living in privately owned flats. The Leaseholder's Guide will help leaseholders navigate this complex area of home ownership. In short, it will address the full range of subject areas facing flat owners today.

The scope of content is broad and deep. As such, The Leaseholder's Guide will be delivered in précis format via the magazine alongside full and unabridged versions available online to provide depth of detail, updates and continuity for users all year round. As well as providing quality, timely and relevant information, The Guide will distinguish itself further by providing excellent examples of the experience of flat owners. Hosted online at the Flat Living website, The Guide will use a PDF format that users can download at no charge and file and refer to both as manual instruction and point of reference.

Why are we doing it?

The publishers of Flat Living magazine recognise that leaseholders have a need to protect their investment and to deepen their understanding of their rights and, importantly, obligations. Although print magazine articles have enormous impact, the cost restrictions on magazine editorial pages often means that big issues are not explored in sufficient depth. The Guide creates the means for the reader to acquire further information to help them identify the best course of action.

When does The Guide launch?

The Guide will be launched in the Autumn edition of Flat Living magazine and will go live online at www.flat-living.co.uk in October.

The Guide will run for 12 months and 4 editions of the magazine. Readers will be able to opt for email updates

that will keep the information both current and relevant for users. Contributors can update their articles online every 12 months, or remove them or supercede them pursuant to, for example, changes in legislation.

Sponsors

We are looking to work closely with sponsors to develop The Guide, and are particularly interested in those firms and individuals who have established expertise in specific areas of leasehold and can demonstrate knowledge leadership as well as provide compelling content. Preference will be given to sponsors who can illustrate leasehold issues with recent case studies or enlightening examples.

How sponsorship works

1. Sponsors are invited to choose one or more areas from a comprehensive list of editorial concepts;
2. Each article (up to 3,000 words) supplied to The Guide will be checked and double-checked for accuracy. The final editorial proof will go live online under the appropriate subheading, for a period of 12 months;
3. The article online will conform to a standard template that accredits the author on every page of the text in the PDF. Contributor's headshots are permitted, as are full contact details at the end of the article;
4. At the end of the 12-month period the author has the opportunity to either remove, amend or replace their article on a "like for like" basis, in order to keep the information current;
5. During the initial 12-month period Flat Living magazine (print version) will flag up "further reading", and refer to helpful content that can be found online at the Flat Living website.

As a sponsor you will benefit from:

1. Raising your business profile among an audience of leaseholders;
2. Demonstrating your knowledge leadership across a range of subjects;
3. Enquiries that result from being a first point of reference of Guide users on their chosen topic(s).

Costs

1 page of advertising in Flat Living magazine
1 page of editorial in Flat Living magazine
1 article hosted online for 12 months at
www.flat-living.com
Total cost £1,750, **or**

4 pages of advertising in Flat Living magazine
across 4 issues
4 pages of editorial in Flat Living magazine
4 articles hosted online for 12 months at
www.flat-living.com
Total cost £6,000

Flat Living magazine stats

47,000 leaseholders UK wide (4 issues per annum)

Flat Living Web Stats

The following stats provide information for a single month's usage of the Flat Living website without any promotion for specific subjects within the magazine.

7,544 Page views
2,226 Absolute Unique Users

With a comprehensive and extensive online PR campaign and a print campaign to maximise website visits, these figures are likely to grow exponentially.

Next steps

Should you be interested in sponsoring The Guide please request a copy of the topics currently available.

online directory online shop magazine

Information, Products and a Directory of Service Providers for Flat and Apartment owners and their Residents' Management Companies.

Subscribe online www.flat-living.co.uk today!

