

# LifeCycle

# Media Pack

2024

Your opportunity to

**Reach over 20k  
homemovers**

Before they  
move house



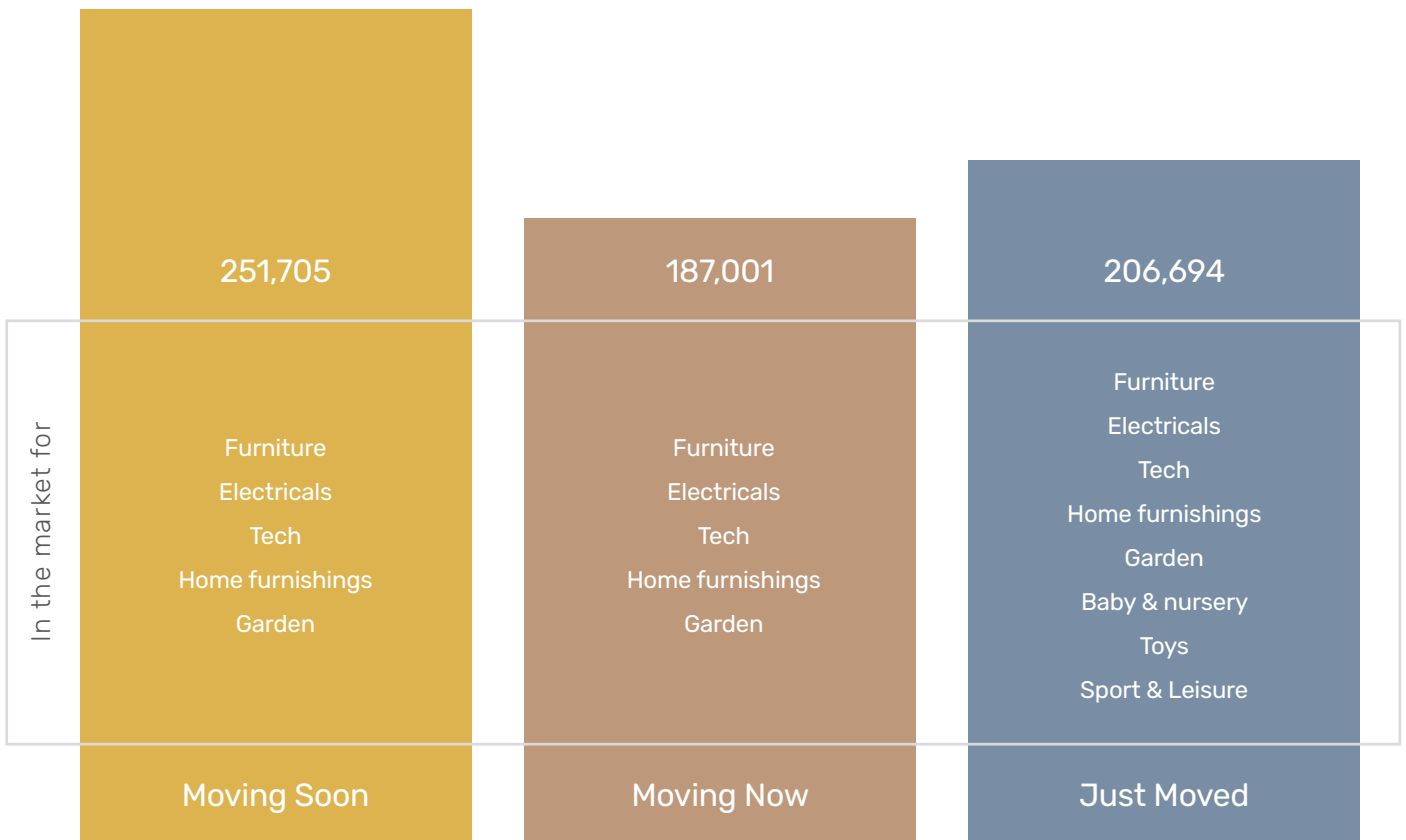
# Our Reach

LifeCycle is a new quarterly publication offering high quality information and offers to individuals and families at key stages in their lives.

Each issue of the 'Home Movers Edition' is aimed at people who are due to move within the coming three months, as categorised in a recent homemover report by TwentyCI as 'Moving Soon.'

Precise targeting using our high calibre homemover data will allow partners to promote their products and services at the time when homeowners know where they are moving to. This is a critical time where switching service providers and planning new décor are seriously considered, and therefore the ideal time for brands to influence and acquire new customers.

## Homemover Wave Segment April 2023



TwentyCI Property & Homemover Q1 2023

# The power of physical mail

In the age of digital dominance, it's easy to overlook the power of traditional advertising methods.

However, mail remains a highly effective tool for reaching and engaging consumers, here's why:

## Compliments digital marketing

While digital marketing offers vast reach, it also faces limitations. Consumers are bombarded with online ads, leading to banner blindness and decreased engagement. We know that 7 out of 10 consumers now actively take at least one action to avoid online advertising, and Mail boasts a 95% engagement rate cutting through this digital clutter, delivering a physical message directly into the hands of your audience.

## Tangible impact

Direct mail allows for precise targeting, ensuring your message reaches the most receptive individuals, it offers a sensory experience that fosters brand recall and builds trust. Did you know that campaigns are 75% more likely to report a profit increase when mail is in the mix?

## Stand out in a crowd

As digital competition intensifies, mail provides a unique opportunity to stand out. The decline of print advertising ensures less competition in mailboxes, increasing the likelihood that your message will be seen and acted upon.

## Fosters a positive engagement experience

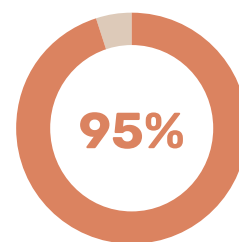
We know that advertisers want to leverage every opportunity to reinforce and enhance their relationships with customers and prospects. Research shows that mail builds a positive impression of the advertiser, recipients appreciate the investment and thought that has been put in to reaching them. 70% of direct mail campaign recipients said that receiving mail made them feel valued.

With Lifecycle's targeted reach you can embrace the power of mail and watch your brand engagement soar.

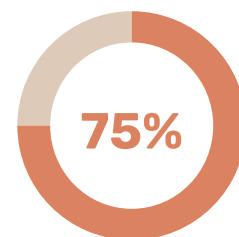


**7 out of 10**

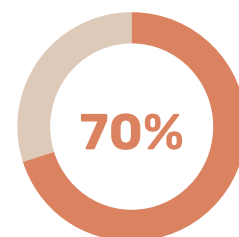
consumers now actively take at least one action to avoid online advertising



mail engagement rate



of mail campaigns are more likely to report a profit



of recipients feel valued from a direct mail campaign

Source: Edelman Trust Barometer Special Report: In Brands We Trust 2020, JICMAIL Engagement Rate, Advertising Mail, 2023, Marketreach 'why mail cuts through'

**LifeCycle**

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# Opportunities & Rates

We have a range of marketing options giving brands the opportunity to be in the hands of prospective customers, guiding them and supporting them throughout their journey to their new house and making it their home. Prices for popular allocations are shown on this page, but please do chat to us to discuss your requirements as we will do our best to find a solution for you.



**Double Page Spread** £3750  
297mm x 210mm  
**Special Position**  
First Reveal + 20%



**Single Page** £1995  
148mm x 210mm  
**Special Position**  
Inside Front Cover + 20%  
Inside Back Cover + 20%  
Outside Back Cover + 25%



**Half Page** £1250  
122mm x 88mm



**Advertorial**  
Enquire for Details



**Section/Edition Sponsorship, Paperwrap, Inserts etc**  
Enquire for Details

# Partnerships

We are delighted to work with key partners within the industry to create high quality content that brings a product or service to life in a way that truly resonates with our readership. Please contact us directly to discuss bespoke creative solutions.

# Summation

The launch issue of LifeCycle will be delivered into 20,000 homes of those already undertaking the process of looking for and moving house. By using Royal Mail to send LifeCycle directly to those that are due to move house soon, LifeCycle combines guaranteed delivery, a unique opportunity to reach homemovers in those crucial pre-move stages, and the chance to help them through the moving process.

LifeCycle will be the touchstone for these 20,000 families as they leave their current property into their new home, giving you not only a direct marketing channel that targets people before they move house, but one they take with them for future reference.

To take advantage of this unique opportunity and to discuss your individual needs contact

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