

LifeCycle

Media Pack

2024

Reach over
20k expectant
families
before their
due date



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 'New Baby Edition' is created with one purpose in mind, to support expecting and new parents, and to help brands reach and engage with them in a nurturing and effective way.

Precise targeting using our high calibre pregnancy data will allow advertising partners to promote their products and services at the time when expectant families are in a key purchase window. With data reaching 86% of UK pregnancies, we aim to provide our partners with authentic introductions at key inflection points.

Effective Advertisement Channel

Targeted Audience

Specifically designed for expectant parents in the later stages of pregnancy, supporting advertising partners to precisely target their marketing efforts to a highly relevant and engaged audience, increasing the likelihood of product interest and purchases.

Peak buying Period

Engaging with families in the third trimester is a critical time, when expectant parents are likely to be preparing for the arrival of their baby. Families are likely to make significant purchases during this period, including nursery items, baby clothes, feeding supplies, and healthcare products.

Educational Content Alignment

Lifecycle's Baby Edition includes educational articles, tips, and product recommendations. Advertisements can be seamlessly integrated into this content, providing value and relevance to the readers. This approach enhances the effectiveness of advertising by aligning it with informative and helpful content.

Cost-Effective Advertising

Given the niche focus of Lifecycle's Baby Edition, advertising here can be more cost-effective compared to broader, less targeted advertising platforms. Advertisers can achieve a higher return on investment by reaching a specific and motivated audience.

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?

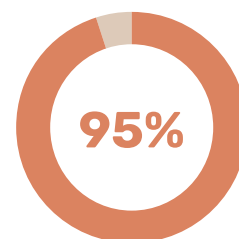
Stand out in a crowd

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.

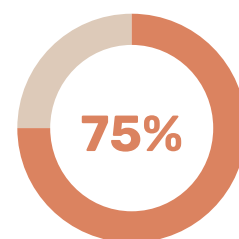
Fosters a positive engagement experience

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.

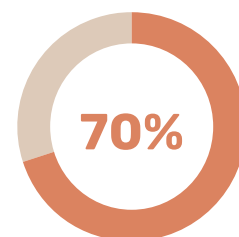
With Lifecycle's targeted reach you can embrace the power of mail and watch your brand engagement soar.



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'

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 pregnancy journey. 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 Baby Edition of LifeCycle will be delivered into 20,000 homes of those already in the third trimester of pregnancy (Week 27 to the end of pregnancy). By using Royal Mail to send LifeCycle directly to those that are expecting the arrival of a baby soon, LifeCycle provides a unique opportunity to reach expectant families in those crucial stages of pregnancy.

By partnering with Lifecycle's Baby Edition, our advertising partners are able to capitalise on a period of high engagement and readiness to purchase essential baby products. This targeted approach ensures that marketing efforts are efficient and impactful, fostering a strong connection between brands and potential customers.

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

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