



**Want to be part of the NEW PA Life Club and have your company in front of this huge spending market?**

**In October 2013, Forum Events Media Ltd will be launching the PA Life Club in conjunction with PA Life Magazine.**

PA Life Magazine is a bi-monthly glossy magazine that covers everything from professional development and tips for improving core business skills, interviews with established PAs, fashion and lifestyle, to top catering companies and venues around the UK.

The PA Life Club will offer a tremendous range of benefits, incentives and money-saving opportunities for all PAs across the country.

You could be one of just three major co-sponsors of the PA Life Club and in doing so promote your brand for the next 12 months to this high-spending marketplace.

## About PA Life Magazine and its readers' buying power:

PA Life magazine has a circulation of almost 12,000, with an additional 12,000 digital issues being distributed via email. Furthermore, our database has identified PAs and EAs from the top 5 per cent of the total market as those with real influence and purchasing power.

Within their company, PAs are the major buyers of:

- hotel and venue space,
- business travel,
- corporate gifts,
- office supplies and courier services.

In addition, many PAs are in charge of corporate hospitality, organising high-profile company events (such as the Christmas party or AGM), selecting and booking restaurants, and organising team building activities. As a co-sponsor of the PA Life Club you will be in front of this big-budget audience for 12 months.

Personal assistants are trusted by their bosses to choose quality companies and suppliers. Moreover, the audience of PA Life Magazine is 95% women, primarily aged 35-55. Therefore, even if your company is not corporate-orientated, you have direct access to successful business-women with personal spending power.

As a co-sponsor you would have the following benefits: Guaranteed exclusivity in your major service sector; you will not be directly competing against any other company that offers similar services or products.

At the following events: Branding and promotional material on the PA Life Magazine stand at:

- EXECSec Summit
- The Office Show
- PA and Office Manager Exhibition
- The Hotel Summit
- Venues and Destinations Summit

### Online:

- Your logo and live link on all pre launch email blasts to our database of 31,000 contacts promoting the benefits of joining the PA Life Club
- Advertising in the weekly PA Life e- newsletter up until the launch (sent to 12,000 PAs)
- Live links on the PA Life Club website to your own page, using your company branding and logo - for 12 months
- Branding on our frequent solus email shots and promotions to our database of 31,000 PAs and related job titles.
- Mentions on Twitter (on PA Life Magazine account [current no. of followers 2,140] and the PA Life Club account and LinkedIn).

### PA Life Magazine:

- An editorial profile in September/October issue of PA Life magazine promoting the launch of the PA Life Club.

### On-going promotions:

#### Online:

- Company logo in monthly e-newsletter to members.
- Clear branding on all fulfillment and membership material for the PA life club.

#### PA Life Magazine:

- Clear branding on all advertising for the club in each issue of the magazine.
- As a co-sponsor, you would be entitled to a 20% discount on all future advertising in this media. Reduced rates for advertising in our e-newsletter, and website from October.
- A 10% discount as a supplier at the April 2014 EXECSec Summit

#### Networking Events:

- Free attendance for a representative at the regular PA Life Club networking evenings, plus distribution of promotional material to attendees. As a co-sponsor to a PA Life Club event, you will have a small, highly-connected audience to display your company's best features, as well as many other advertising and promotional opportunities.