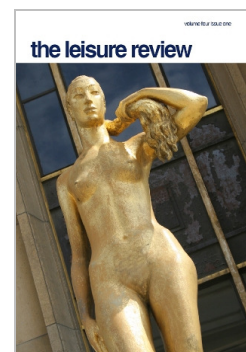


the leisure review

media pack



An independent view for the leisure industry

sport, leisure and culture • management, development and promotion • facilities, communities and programmes • agencies, organisations and authorities • parks, open spaces and the public realm • public, private and voluntary • coaching, mentoring and leadership • books, boats and backwaters • improvement, excellence and sustainability • pools, play and practicalities • Manchester, Manhattan and Mayfair • volunteers, officers and agents • trusts, social enterprise and co-operatives • consultants, managers and artists • Homer, Thackeray and PG Wodehouse • inspiration, ambition and achievement • open minds, clear horizons and bottom lines • news, comment and considered opinion • commitment, enthusiasm and insouciance • expertise, insight and Row Z • and plenty more besides

Advertising with *The Leisure Review*

The Leisure Review occupies a unique position within the sport, leisure and culture sector, serving as an independent voice that engages the sector's senior managers. As we cover almost every aspect of the leisure industry, a variety of marketing opportunities are available to organisations wishing to support the continuing work of *The Leisure Review* and reach its discerning readership.

Background

The Leisure Review was established in 2007 to provide an independent perspective on a sector comprising all aspects of sport, culture and leisure provision across public, voluntary and private sectors. Having demonstrated its commitment to the leisure profession and established an unrivalled reputation for the breadth of its coverage, the quality of its writing and its unique voice, *The Leisure Review* has seen its profile and readership grow steadily since the first edition. The magazine's core values of independence, integrity and intelligence mean its readership is drawn from the upper tiers of management across the sector. *The Leisure Review* is published by TLR Communications Limited and is independent of any other company, professional body or outside influence.

Contents

The Leisure Review is a magazine published online. Each issue is composed of unique and original content specifically written for *The Leisure Review*. Contents include news, comment and feature articles reflecting the achievements and challenges of all aspects of a dynamic industry serving its many communities and customers. Expert comment and analysis is drawn from recognised industry leaders in the form of features, interviews, reviews and reports, while senior figures from across the sector are among the long list of individuals pleased to contribute to *The Leisure Review*. We also have a letters page.

Distribution

The Leisure Review is published in monthly issues. Each issue is published online at www.theleisurereview.co.uk with an alert sent by email to all *TLR* subscribers and contacts. Distribution agreements with a number of organisations ensure that details of each issue are sent to extensive networks of named individuals across the sector. Distribution is supported by the use of social media throughout the month of publication.

Statistics

While we are the first to acknowledge that *The Leisure Review* is no threat to the online media giants, we can point to a growing database of subscribers, currently with 1,250 named individuals (25% local authority decision-makers, 20% CSP/NGB, 19% commercial operators), and a viewed readership of 4,000 per month. The back issues of *The Leisure Review* also offer a resource of more than 700 original articles.

Partnership packages and communication space

The Leisure Review offers a limited number of premium partnership packages to organisations willing to support the continuing work and future development of the magazine. Each premium partner will have their linked logo displayed in a prime position on the home page of *The Leisure Review* with additional acknowledgement of their support wherever possible. A maximum of four *TLR* partnership packages are available at £5,000 per annum. Other communications space is available across each issue, including front-page positions at £500 per month and individual specified positions at £350.

Contact

For advertising in *The Leisure Review* or to discuss other partnership opportunities available with TLR Communications Ltd please contact managing editor Mick Owen on 0794 460 5508 or at mickowen@theleisurereview.co.uk.