



LEVEN
MEDIA GROUP

A group of five young women are on a beach at sunset. They are laughing and posing with their arms raised in the air. The scene is bathed in a warm, golden light from the setting sun, creating long shadows on the wet sand. The ocean waves are visible in the background, and the sky is a mix of orange and yellow.

*"We didn't realise we were making memories,
we just knew we were having fun."*

A A MILNE

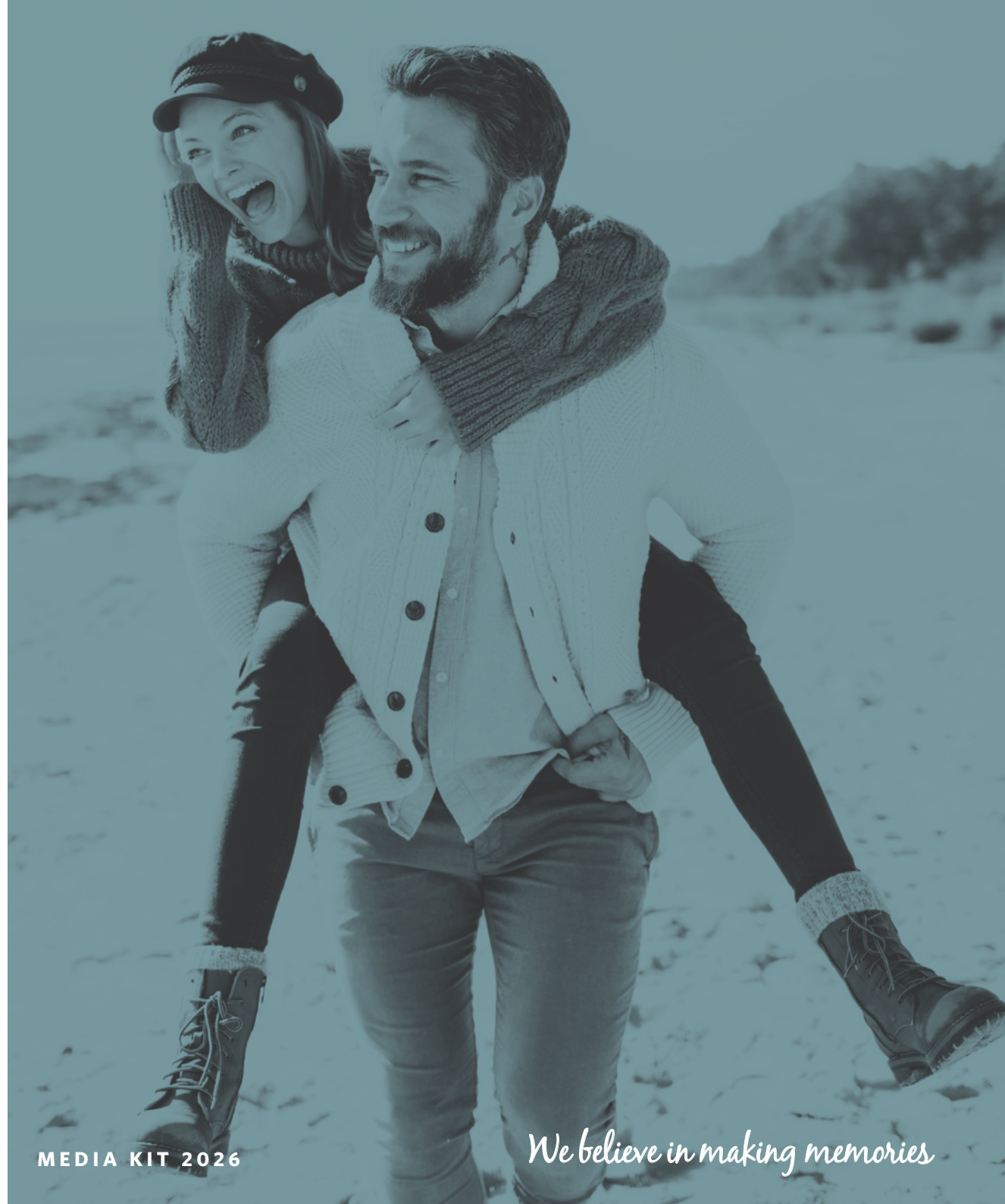
THIS IS US

REACHING YOUR AUDIENCE ACROSS
MULTIPLE MEDIA PLATFORMS.

**Leven Media Group's Cornwall Living brand is the biggest,
and most trusted Cornwall portfolio in the UK.**

Producing quality, sought-after content in print, online and across digital and social channels, you'll have access to a host of creative partnership solutions to create powerful ways to engage with our audience.

From high-impact display advertising to bespoke emails, social media takeovers, content-rich editorials, Google My Business optimisation and GDPR-compliant data collection, the Cornwall Living portfolio delivers you significant response across multiple channels to create a greater return on your investment and a deeper audience engagement for your business.



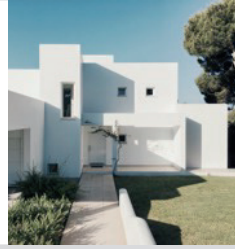
HOMES & INTERIORS

Our Homes & Interiors section offers a curated blend of interior design and decor inspiration, refurbishments, furniture trends and expert advice.



LUXURY PROPERTY

Dive into our Luxury Property section for exclusive listings of opulent homes, architectural marvels, interior insights and upscale estate trends.



STAY & ACCOMMODATION

Explore our Stay & Accommodation section for travel destinations, hotel reviews, kids' vacation planning, unique lodging options and memorable travel experiences across Cornwall.



FOOD & BEVERAGE

Savour our Food & Beverage section with delectable recipes, restaurant reviews, culinary trends, wine pairings, chef profiles and gastronomic adventures from around Cornwall.



ATTRACTIONS & EVENTS

Discover our Attractions & Events section for insights on upcoming cultural events, entertainment highlights, travel destinations and must-visit attractions across the county.



KIDS & FAMILIES

Explore our Kids & Families section for family-friendly travel tips, destination recommendations and activities, to make your holiday memorable.



VISITING WITH DOGS

Check out our Visiting with Dogs section for pet-friendly travel guides, tips on accommodation, where to eat, adventure ideas and canine travel destinations.



HEALTH & BEAUTY

Dive into our Health & Beauty section for wellness tips, skincare routines, fitness trends, beauty products, expert advice and spa inspiration.



SHOPPING & RETAIL

Explore our Shopping & Retail section for local artisanal crafts, boutique finds, market highlights and the best places to shop for unique Cornish treasures.



ARTS & CRAFTS

Discover our Cornwall Art & Craft section showcasing local artists, craft fairs, creative workshops and the vibrant artistic culture of Cornwall.



BRAND PILLARS

DEDICATED ENVIRONMENTS TO GET YOU
THE MOST FOR YOUR BUSINESS

Cornwall Living delivers your business a selection of niche verticals to help embed your messaging in the right audience.

Our key focus is to enable our audiences to get the most out of the things they love about Cornwall, helping them create memories, whatever they choose to spend their time and energy on. Over the last 14 years, our readers have helped to create dedicated marketing environments that fit clients' strategies and deliver a deep engagement with their chosen audiences.

Not only does this empower your marketing but it also delivers a greater opportunity to focus messaging on the right people, at the right time in the customer journey.



THE AUDIENCE

ACTIVE AND AFFLUENT CONSUMERS, KEEN TO DISCOVER YOUR CORNWALL.

More than simply readers, our audience are your potential customers, advocates and social followers.

From across the UK and Europe, reached through print, online and across digital channels and social media, the Cornwall Living audience are active and affluent consumers, keen to discover your business and live the ultimate lifestyle by the sea.

Cornwall Living helps create and foster memories that keep our audience returning time and time again, helping clients generate a better response and increased return on their multi-platform marketing investment.



AFFLUENT HOLIDAY MAKERS

Looking to stay in the best hotels and renting the biggest holiday homes.

HIGH NET-WORTH RESIDENTS

Living in boutique locations across Cornwall.

SECOND HOME OWNERS

With high disposable income and visiting regularly.

VISITING FRIENDS & RELATIVES

Visiting regularly, their disposable income is due to low accommodation costs.

DAY VISITORS

Those on business trips and affluent visitors on short breaks from across the UK.

COASTAL ENTHUSIASTS

A/B coastal enthusiasts who consider the Cornish coast an off-peak escape.

1.8M

IN-COUNTY READERS

33K

BRAND E-SUBSCRIBERS

300K

WEB VISITORS

42K

SOCIAL MEDIA FOLLOWERS

AUDIENCE STATISTICS



THE DEMOGRAPHICS

Over the last fourteen years, we've garnered a huge amount of data from our readers, browsers, viewers and social media followers. It helps us develop our content, build our products and make sure we're reaching the right audience to deliver you the right response from the right people.

- 67% female
- Aged between 36-55
- 5.5% own a second home
- 35% A/B demographic
- 2% own a property valued over £1m
- 87% more likely to purchase because of Cornwall Living

IN PRINT READERS

100,000 monthly readers
13 issues per year
Fully integrated to online, digital and social platforms
Additional local area guides
Dedicated sector guides

DIGITAL SUBSCRIBERS

33,000 monthly e-subscribers
Specialised category email newsletters
Bespoke emails about your business
Monthly competitions for data capture

ONLINE VISITORS

20,000 unique monthly visitors
30,000 articles for local SEO
Competitions for data capture
Segmented category advertising
Fully searchable by segmentation

SOCIAL FOLLOWERS

42,000 followers
Constantly growing engagement
Client takeovers

CONTENT-LED

A CREATIVE PERSPECTIVE ON THE USE OF ADVERTISING AND EDITORIAL

We look at everything we do for our clients from a perspective of delivering the most value and response.

Because we understand the power of content, in whatever form, as well as the value it delivers across multiple media channels, we've developed a content-led approach that helps you achieve more with your marketing.

From optimised editorial for your own website to introductory content for your Google My Business page and re-purposed advertising to social media platforms, there's so much more you can achieve with a creative perspective and content-led marketing approach.



YOUR EDITORIAL IN PRINT

THE CORNWALL LIVING WEBSITE

RE-PURPOSED AND OPTIMISED FOR YOUR GOOGLE MY BUSINESS

BOTH OF THESE WILL HELP WITH YOUR SEO, MAKING IT EASIER FOR YOUR BUSINESS TO BE FOUND ON GOOGLE, DELIVERING YOU A BETTER CHANCE OF GAINING WEBSITE VISITORS.

RE-PURPOSED AND OPTIMISED AS A BLOG FOR YOUR WEBSITE

PROMOTED TO YOUR SOCIAL MEDIA FOLLOWERS

PROMOTED TO YOUR EMAIL NEWSLETTER FOLLOWERS

IF YOU HAVE NOT YET STARTED COLLECTING DATA FOR YOUR EMAIL MARKETING, WE CAN HELP YOU COLLECT READER DATA FROM OUR AUDIENCE.

DELIVERED TO OUR 33,000 E-NEWSLETTER SUBSCRIBERS

THIS DELIVERS YOU AN EVEN WIDER REACH TO AN AUDIENCE ACROSS THE UK. HELPING YOU REACH POTENTIAL CUSTOMERS BEFORE THEY VISIT.

PROMOTED TO OUR 42,000 SOCIAL MEDIA FOLLOWERS

OUR SOCIAL MEDIA FOLLOWERS LOVE CORNWALL AND ARE PART OF OUR GLOBAL AUDIENCE, HELPING YOU INCREASE YOUR FOLLOWERS AND REACH NEW CUSTOMERS.

THE POWER OF

WEBSITE DISCOVERABILITY

Discoverability for business websites refers to the ease with which potential customers can find a company's site through search engines and other online platforms

Incorporating discoverability into the marketing plan is crucial for any business aiming to thrive in today's digital landscape.

Discoverability ensures that potential customers can easily find your website through search engines, social media, and other online platforms. This accessibility drives traffic, increasing the chances of converting visitors into customers.

By optimising your website for search engines and enhancing user experience, you amplify the reach and effectiveness of your marketing efforts. As discoverability works in tandem with other marketing strategies, such as content marketing and social media campaigns, it creates a cohesive approach that maximizes your visibility, engagement, and ultimately, revenue.

Making discoverability a key component of your marketing plan is a small investment in long-term growth and competitiveness.

INCREASED TRAFFIC

Enhanced discoverability ensures your website is found easily within search results, attracting more organic traffic from your potential customers.

HIGHER CONVERSION RATES

A discoverable and user-friendly website leads to greater visitor engagement and higher conversion rates, turning more visitors into loyal customers.

ENHANCED BRAND VISIBILITY

Consistent online presence improves brand recognition and trust, making your business more recognisable and credible to potential customers.

COMPETITIVE EDGE

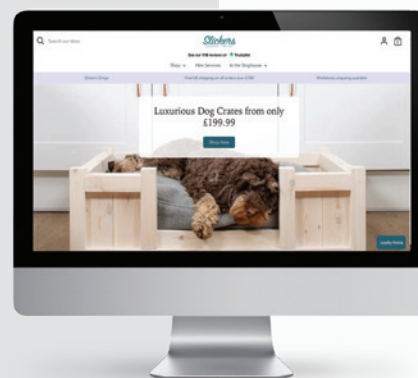
A well-optimised website stands out from competitors, capturing a larger share of the market and positioning your business as a leader in your industry.

COST-EFFECTIVE MARKETING

Investing in discoverability strategies offers a high return on investment by driving organic traffic without the ongoing costs of paid digital advertising.

SUSTAINABLE GROWTH

Long-term efforts in discoverability create lasting improvements in your online presence, supporting ongoing business growth and adaptability to evolving market trends.



SLICKERS DOGHOUSE

Slickers Doghouse is an online and on the high street shop in Padstow's North Quay, offering a plethora of eco-friendly and sustainable products for your canine companions. They have been working with Leven Media Group for over 6 years.

"Helping us generate content, distribute it and measure its value across both our online and physical shops. As a result, our rankings for our target keywords improved dramatically and we've seen significant growth in our online results."

THE BRAND PILLARS

CHOOSE YOUR BRAND PILLARS AND THE PLATFORMS AVAILABLE TO EACH, TO HELP YOU REACH EXACTLY THE RIGHT AUDIENCE FOR YOUR MARKETING MESSAGE

PLATFORMS

	PROPERTY	HOMES & INTERIORS	ACCOMMODATION	FOOD & BEVERAGE	ARTS & CRAFTS	ATTRACTIONS & EVENTS	KIDS & FAMILIES	DOG FRIENDLY	HEALTH & BEAUTY	RETAIL
CORNWALL LIVING MAGAZINE 120,000 monthly readers	●	●	●	●	●	●	●	●	●	●
CORNWALL LIVING FOODIE GUIDE 120,000 readers 1x per year			●	●		●	●	●		●
KIDS LOVE CORNWALL SUPPLEMENT 100,000 readers			●	●		●	●			●
CORNWALL DOGS GUIDE 120,000 readers 2 x per year			●	●		●		●		●
CORNWALL GIFTING SUPPLEMENT 120,000 readers		●		●	●	●	●	●	●	●
BESPOKE EMAILS 33,000+ subscribers	●	●	●	●	●	●	●	●	●	●
E-NEWSLETTER 33,000+ subscribers	●	●	●	●	●	●	●	●	●	●
ACCOMMODATION E-NEWSLETTER 33,000+ subscribers			●	●		●	●	●		
WEBSITE 300,000 unique visitors	●	●	●	●	●	●	●	●	●	●
SOCIAL MEDIA 42,000 followers	●	●	●	●	●	●	●	●	●	●
WILD LIZARD GUIDE 60,000 readers 1 x per year	●	●	●	●	●	●	●	●	●	●
CAMEL ESTUARY GUIDE 60,000 readers 1 x per year	●	●	●	●	●	●	●	●	●	●



Aligning the right vertical pillar to the correct platform to reach an audience involves strategically matching a brand's specific focus area, or vertical, with the platform that best supports and enhances that focus.

Each vertical pillar, whether it be accommodation, dog friendly, arts & crafts, or any other sector, has distinct characteristics and appeals to different audience

segments, with different platforms dedicated to helping you reach the right audience for your needs.

This alignment ensures that the content not only reaches the intended audience but does so in a way that engages and resonates with them, leveraging the platform's strengths to enhance the brand's message and foster a deeper connection with the audience.

Contact us to discuss your needs and the outcomes you are looking for, and we can help you align with the right platform.

MEDIA SCHEDULE 2026

MULTI-PLATFORM-MEDIA PRODUCTS THAT HELP YOU DELIVER YOUR MESSAGE TO OUR AUDIENCE.

	Special brand pillar supplements	Brand pillar features to focus your marketing		Distribution starts for four weeks
MAGAZINE / PRINT PRODUCT	SUPPLEMENT	COVER FEATURE	ISSUE	PUBLICATION
CORNWALL LIVING MAGAZINE		Property	170	19/01/2026
CORNWALL LIVING MAGAZINE	Weddings	Luxury Stays	171	16/02/2026
CORNWALL LIVING MAGAZINE	Homes & Interiors	Art in Focus	172	16/03/2026
CORNWALL LIVING MAGAZINE		Outdoor Living	173	13/04/2026
CORNWALL LIVING MAGAZINE	Penwith	Events and Attractions	174	11/05/2026
CORNWALL LIVING MAGAZINE	Dogs	Home Improvements	175	08/06/2026
CORNWALL LIVING MAGAZINE	Kids	On the Water	176	06/07/2026
CORNWALL LIVING MAGAZINE	Holiday Retreats	Outdoor Adventure	177	03/08/2026
CORNWALL LIVING MAGAZINE	Homes & Interiors	Cornish Retail	178	31/08/2026
CORNWALL LIVING MAGAZINE	Weddings	Foodie	179	28/09/2026
CORNWALL LIVING MAGAZINE	Christmas	Winter Stays	180	26/10/2026
CORNWALL LIVING MAGAZINE		Cornish Christmas	181	23/11/2026
CORNWALL LIVING MAGAZINE	Foodie	Wellness and Healthy Living	182	21/12/2026

PLEASE NOTE: DATES ARE SUBJECT TO CHANGE

	Brand pillar features to focus your marketing		Distribution starts for four weeks
DEDICATED A5 GUIDES	COVER FEATURE	ISSUE	PUBLICATION
DOGS LOVE CORNWALL LIVING	Visiting Cornwall With Your Dog	SPRING 2026	23/03/2026
DOGS LOVE CORNWALL LIVING	Visiting Cornwall With Your Dog	AUTUMN 2026	24/08/2026
FOODIE GUIDE CORNWALL LIVING	The Best of Culinary Cornwall	SUMMER 2026	15/06/2026

PLEASE NOTE: DATES ARE SUBJECT TO CHANGE

	Brand pillar features to focus your marketing		Distribution starts for four weeks
SPECIAL DEDICATED AREA GUIDES	COVER FEATURE	ISSUE	PUBLICATION
WILD LIZARD GUIDE	Visiting The Lizard Peninsula	2026	09/03/2026
CAMEL ESTUARY GUIDE	Visiting The Camel Estuary	2026	01/06/2026

PLEASE NOTE: DATES ARE SUBJECT TO CHANGE

	Brand pillar features to focus your marketing		Distribution starts for four weeks
DIGITAL SPECIALS	COVER FEATURE	ISSUE	PUBLICATION
12 DAYS OF STAYS	Digital New Year Accommodation	29	29/12/2026
BEST OF CORNWALL LIVING DIGITAL	The Best of Cornwall Living 2026	2026	04/01/2026

PLEASE NOTE: DATES ARE SUBJECT TO CHANGE



We believe in making memories

LEVEN

MEDIA GROUP

Leven Media Group is a collection of exciting businesses in Cornwall, striving to achieve success through a unique collaborative approach that delivers our partner businesses the benefit of economy of scale and faster growth.

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MEDIA KIT 2026: HELPING YOU MAKE A REAL CONNECTION VIA PRINT, ONLINE, DIGITAL CHANNELS AND SOCIAL MEDIA