



## All Things Local, Your Independent Community Magazine Celebrates Its First Year!

### THE LAST 12 MONTHS:

#### JUNE 2007

All Things Local first appeared through 5,000 letter boxes in Kilburn, Denby, Horsley Woodhouse, Horsley, Coxbench, Smalley, Lower Kilburn, Holbrook and Morley.

#### AUGUST 2007

Issue 2 grew to 6,200 copies, following requests from residents to receive All Things Local in Little Eaton.

#### DECEMBER 2007

Issue 4 saw another massive increase in distribution as Duffield, Milford and Makeney were added to the mix. Also in December, All Things Local celebrated the launch of its popular website: [www.allthingslocal.co.uk](http://www.allthingslocal.co.uk)

#### MARCH 2008

The 'All Things Local' brand is accepted and registered as an official trademark by the UK Intellectual Property Office

**9,000 magazines are now distributed - that's an increase of 80% since launch**

It's been an incredible first year. Have a look at some of the comments below to see what a selection of All Things Local readers and advertisers think:

"Having previously wasted a lot of money on advertising in magazines without any success I was wary about going in "All Things Local" which was recommended to me by a friend, but having met Karyn the editor and realising that she was as passionate about her magazine as I am about personal training I decided to give it a go.

Karyn produces a professional, well written magazine crammed with useful stuff, and most importantly, has provided me with clients. Keep up the good work" Alex Robinson - Personal Trainer (pictured)



"I love 'All Things Local' and think it's great to have such a local and regular magazine" W Truman - Kilburn



"I've spent a lot of money on advertising and All Things Local has been the most productive expense I have had. The professionalism is outstanding. It's nice that everyone who comes into the salon has one at home and has actually read it. We have many new clients as a result and I look forward to the future between Ghost and All Things Local."

Emma Wilson, Director - Ghost Hair and Beauty (pictured)



"Thank you for your hard work – love the book" Mrs Foulkes, Horsley



"Many congratulations to Karyn on her first anniversary of the All Things Local magazine. This little book has proved to be a big hit in the area and we have found it to be very useful, keeping us up to date with what's happening in the neighbourhood, and we are delighted with the response to our advertising space bringing new custom to the Coach and Horses. Well done Karyn."

Margaret and Jim Harrower, Coach & Horses (pictured)



"I just wanted to say how interesting and useful the magazine is to us both. We have so far used one of the recipe's, eaten at one of the restaurants and contacted some of the local traders. I am particularly keen to support local businesses and this is a way of getting their contact details.

Thanks for such a well produced and useful LOCAL magazine." Anne K, Kilburn

MANY THANKS TO THE READERS, ADVERTISERS AND DISTRIBUTORS WHO HAVE ALL HELPED TO MAKE ALL THINGS LOCAL SO SUCCESSFUL IN ITS FIRST YEAR FOR MORE INFORMATION SEE THE WEBSITE

[www.allthingslocal.co.uk](http://www.allthingslocal.co.uk)

GET PAID TO EXERCISE! RESPONSIBLE ADULTS REQUIRED TO ASSIST WITH DISTRIBUTION. CONTACT KARYN MILNER - DETAILS BELOW. ALL ADVERTISING ENQUIRIES ARE DEALT WITH PERSONALLY BY THE EDITOR – EMAIL: [karyn@allthingslocal.co.uk](mailto:karyn@allthingslocal.co.uk) or TELEPHONE: 01332 882882

