

PA LIFE

Media Pack 2025


PA Life is the UK's only magazine & media brand dedicated to the Executive Support and Corporate Booker communities

ISSUE: 68 WINTER 2024

PALIFE

Take your event to the next level


Carden Park has it all: facilities to wow, the largest spa garden in England & exquisite dining. Find out more inside...



PA PROFILE
Amanda Redfern,
EA to CEO,
UK Division of
Odyssey Group

CHRISTMAS
Last call to:
Book your venue,
order your gifts,
plan activities

SCOTLAND
A superb event
destination with
history, scenery
and top venues



SUBSCRIBE TO PA LIFE

ISSUE: 65 JANUARY 2024

PALIFE

Create memorable experiences in nature

Center Parcs provides outstanding conference, event and team-building facilities surrounded by 400 acres of natural woodland. Find out more inside...



PA PROFILE
Dee Farrell,
Personal Assistant
at The Walt Disney
Company

THE PA SHOW
Show highlights
on February 28th
& 29th at ExCeL
London

SPOTLIGHTS
Business Travel
Outdoor Venues &
Summer Parties
Team-building



SUBSCRIBE TO PA LIFE

ISSUE: 66 SUMMER 2024

PALIFE

Summer events to wow your guests

Brimming with unique venues, pop-up gardens and rooftop terraces, South Bank has the buzz your summer event needs, in a convenient central London location. Find out more inside...



PA PROFILE
Helen Haslam,
Director and
Founder of
Virtually for You

SHOW TIME
Business Travel
Show, Meetings
Show & London
Christmas Parties

SPOTLIGHT
Gorgeous hotels,
spas and the races
- Cheltenham has
it all and more!



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ISSUE: 67 AUTUMN 2024

PALIFE

Reward your guests with events in nature

Center Parcs' nature-rich venues - a great choice for high-profile, strategic events & team off-sites. Find out more inside...



PA PROFILE
Jodie Mears,
EA to C-Suite &
The Grodie Files
Podcast host

CHRISTMAS READY
The best party
venues and
entertainment to
book now

SPOTLIGHT
Head to Yorkshire
for warm hospitality,
great venues &
stunning scenery



SUBSCRIBE TO PA LIFE

Readership & Influence.

PA Life Reach

37,7K
Social

24K
LinkedIn

22K
Newsletter

1.5K
PA Life Club

20K
Web

16K
Solus email

10K
Magazine

PA Life Club: Our members

91%

would recommend the Club to their peers

90%

of the Club Meet Ups are fully subscribed and have a waiting list

88%

book MICE

84%

of our Club members have purchasing power

81%

have booked a venue after visiting it as part of a Club event

79%

of our Club members are a PA / EA to the C-Suite

70%

of the members joined to attend Club events

70%

of FTSE 100 companies are represented in the PA Life Club

The Club organises on average

3-4

events per month

“All my dealings with the team at PA Life were helpful, informative and always very supportive. From the initial conversations with the Media Manager right through to the specs required for the Technical implementation, I felt in good hands all the way.”
My Leaving Card

“I look forward to reading the PA Life magazine regularly and I am excited about attending the PA Life Summit this year virtually. It's so nice to see the PA Life Club being so inclusive for its members.”
PA, De Courcy Alexander

“PA Life is such an amazing resource for the Assistant community, fostering a sense of unity and collaboration. They not only provide unique opportunities to connect with suppliers but also deliver a wealth of informative and inspiring articles, making it an indispensable tool for all PAs, EAs and VAs and their personal and professional growth.”
Emma Newburn Virtual Assistant @ Share The Load

Recommended Suppliers. 12 Month Packages

	GET ATTENTION	GET NOTICED	GET SEEN
DIGITAL			
Company profile 400-800 words, logo, 1-3 images, website link, full contact details and featured in up to 3 relevant categories	'Platinum' company profile	'Gold' company profile	'Silver' company profile
Opportunity to add a 30-second corporate video to your profile	✓	✓	✗
Sitewide Banner advert on Homepage, Latest, Magazine and Jobs Spotlight for 2 selected months (dates to be selected at the time of booking)	✓	✗	✗
Social exposure	1x in-depth interview with a senior member of your team to be published on the PA Life website and social channels	1x in-depth interview with a senior member of your team to be published on the PA Life website and social channels	2x online stories, newsletter inclusion, with support on social channels
Homepage 'Featured Supplier' spotlight on the PA Life website	✓	✓	✗
Newsletter inclusions, with promotion across all our social media channels	x6	x4	x2
Opportunity to offer PA Life readers an exclusive competition Inc a partner offer to the PA Life Club members	✓	✓	✓
PRINT			
1 x half page advert	x4 editions	x2 editions	✗
EVENTS			
1 x PA Life FAM Trip package: <ul style="list-style-type: none"> • Opportunity to host 10+ PAs at your venue or experience • 1 x email to our database to announce the event • Promotion of the event in the PA Life newsletter • Promotion of the event via social media • Promotion on the PA Life Club Website • Online Write Up after the event • Full data capture post event 	✓	✗	✗
Supplier ticket to the exclusive PA Life Christmas Party & Star Awards	x2	x1	✗
	£3,795 + VAT FOR A YEAR	£1,995 + VAT FOR A YEAR	£595 + VAT FOR A YEAR

FAM Trips.

PA Life hosts private member events for elite PAs and EAs who source venues for parties, bespoke events and meetings. As our partner you will have the opportunity to showcase your venue or service. In addition, you will also benefit from a range of advertising promotion in the lead up to and after the event.

		GOLD	SILVER	BRONZE
Desired number of PAs:		50 PAs	30 PAs	15 PAs
PRE-EVENT	Email marketing to promote your brand & event registrations	2	1	1
	Promotional editorial online, newsletters & social media	✓	✓	✓
	Recommended Supplier Listing	6 months	3 months	✗
LIVE EVENT	PA Life representative to attend	✓	✓	✗
	Social media coverage	✓	✓	✗
POST EVENT	Online: event summary	✓	✓	✓
	Online: interview with senior representative	✓	✗	✗
	Print edition	1 x full page advert	1 x half page advert	✗
	Print edition: event spotlight within the PA Life Club pages	✓	✓	✓
	Full data capture post event	✓	✓	✓
		£3,750 +VAT	£1,950 +VAT	£750 +VAT (Host will manage registrations on the day)



SPRING ISSUE

Commercial features, include editorial

- PA Show Preview
- Outdoor Venues & Summer Parties
 - Corporate Hospitality
- Spotlight on the North West

Deadlines:

Editorial copy: 09/01/25
Artwork: 23/01/25

Publishing date:

17/02/25

SUMMER ISSUE

Commercial features, include editorial

- The Meetings Show Preview
- The Business Travel Show Preview
 - Business Travel
 - Meetings & Events
 - Teambuilding
- Spotlight on Wales

Deadlines:

Editorial copy: 10/04/25
Artwork: 24/04/25

Publishing date:

19/05/25

AUTUMN ISSUE

Commercial features, include editorial

- Christmas Parties
- Corporate Gifting
 - Private Dining
- Spotlight on the Midlands

Deadlines:

Editorial copy: 26/06/25
Artwork: 10/07/25

Publishing date:

04/08/25

WINTER ISSUE

Commercial features, include editorial

- Christmas - Final Preparations
 - Business Travel
- Spotlight on London

Deadlines:

Editorial copy: 04/09/25
Artwork: 18/09/25

Publishing date:

13/10/25

BLACKLANE



DE VERE



Advertising Opportunities.

PRINT ADVERTISING.

Advertising position	Rate for one issue	Rate (per issue) for 4 issues
Front Cover (Inclusive of one page advertorial)	£2,250	£1,650
Inside Front	£1,750	£1,300
Outside Back Cover	£1,950	£1,450
Inside Back Cover	£1,450	£1,100
Double Page Spread	£1,950	£1,450
Premium Right Hand Page	£1,450	£1,100
Full Page	£1,250	£950
Half Page	£950	£850
Quarter Page	£495	£375



ONLINE ADVERTISING.

Advertising position	Rate for one issue
Sitewide Banner Includes Homepage, News page, Magazine page, Online Courses page, Jobs page	£1,200
News page banner premium Includes exclusive PA Life newsletter banner x2 per week	£1,000
News page banner	£750
Homepage banner	£750
Event page banner	£495
Sponsored Content <ul style="list-style-type: none"> Product or service coverage to fit your marketing objective Content posted online, featured on newsletter and social channels 	£300 per article
Sponsored Interview <ul style="list-style-type: none"> Bespoke interview, managed by the PA Life editor and written to your approval Content posted online, featured on newsletter and social channels 	£450 per article
Email options	Rate for one send
Solus email (Full run)	£1,500
Solus email (London only)	£950
Competitions	
Digital competition Inclusive of online story, newsletter story, featured on newsletter, social promotion	£595

PA Life Summit.

8th September 2025 | De Vere Grand Connaught Rooms

The PA Life Summit brings together buyers and suppliers for a day of one-to-one meetings.

The Summit is a unique one-day event created to connect senior professionals with product and service suppliers like you. Our event concept of pre-matched one-to-one meetings is facilitated by our proprietary matching software.

Who will you meet?

- PAs
- EAs
- Virtual Assistants
- Corporate Bookers

What are the benefits of attending?

- Opportunity to present your company, products and solutions to 50 professionals
- Pre-arranged one-to-one meetings with buyers actively looking for your services
- Unparalleled return over investment
- No hidden costs

Headline Partner	Gold Partner	Silver Partner
£6,500 +VAT	£4,500 +VAT	£3,300 +VAT

PA Life provides exposure via web, email, social and bespoke events.

For more information, contact [Clair Wyld](#) on **01992 666724** or c.wyld@forumevents.co.uk or [Lucy Gallivan](#) on **01992 374054** or l.gallivan@forumevents.co.uk

Our Events.

PA LIFE
SUMMIT

PA LIFE
CLUB

PA LIFE
MEET UP

PA LIFE
STAR AWARDS

PA LIFE
CHRISTMAS PARTY

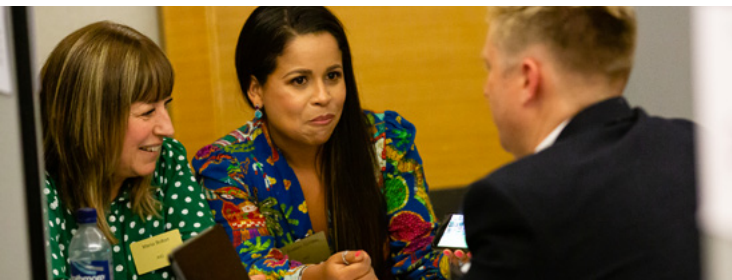
PA LIFE
SHOWCASE
LEADING VENUES
OF LONDON

LONDON
VENUES
SUMMIT

EVENT
AGENCY
FORUM

EVENT
ORGANISERS
SUMMIT

EVENT
TECHNOLOGY
FORUM



PA Life Showcase

Don't miss out on an exceptional opportunity to connect with 150 of the best vetted buyers across Event Organisers, Agencies, PA's & HR professionals.

Tuesday 29 April 2025 | Sheraton Grand London
Park Lane, 5.30pm - 8.30pm

Leading Venues of London (LVL), in collaboration with PA Life, proudly presents a remarkable SHOWCASE where venues, suppliers and event bookers converge in a format unlike any other. Join us on Tuesday 29 April 2025 at the distinctive setting at Sheraton Grand London Park Lane. This event is unparalleled, commencing at 5.30pm and concluding within just 3 hours, ensuring minimal disruption to your workday or evening plans.

Showcase Package:
£950 +VAT

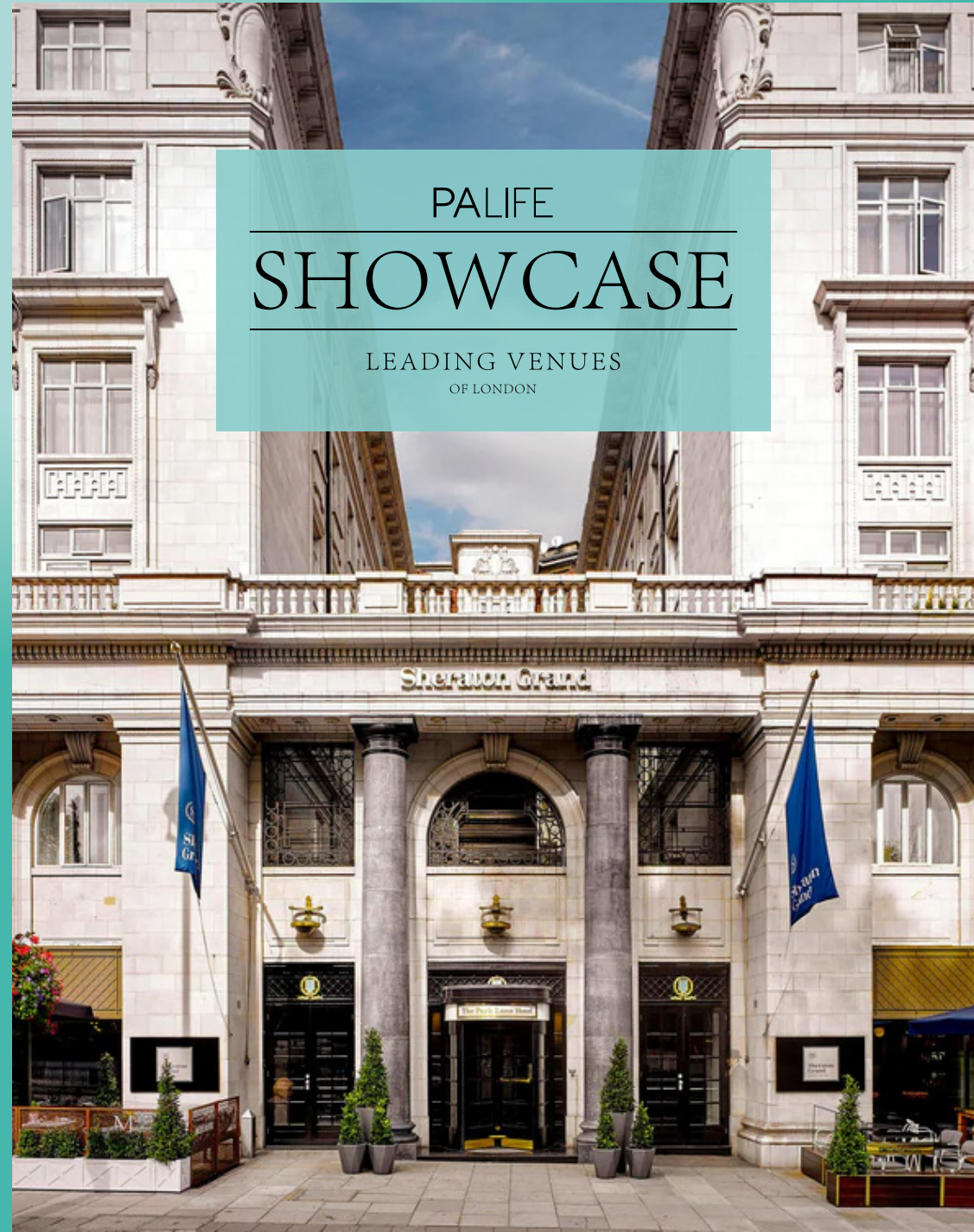
Key benefits of exhibiting at SHOWCASE include:

- Meet 150 vetted tier one event bookers
- Simplify your networking with SHOWCASE's straightforward approach.
- Cocktails & canapes

Date for your diary:

Our Autumn Showcase will take place at Fishmongers Hall on October 7th 2025.

Contact [Sienna Shipton](#) on **01992 374075** or s.shipton@forumevents.co.uk at the earliest opportunity to secure your spot in front of the best venue buyers in London!



Meet our team.



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LET'S CONNECT



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