

PA LIFE

Media Pack 2026

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

PA LIFE
Creating unforgettable events

Historic elegance meets state-of-the-art facilities at Kia Oval

PA PEOPLE
Charlotte Collyer, Senior EA to the CEO, Pension Protection Fund

THE PA SHOW
SPRING 2025
Preview of Conference Programs, Exhibitors, and PA Life & Partners

SPOTLIGHTS
Outdoor Events & Summer Parties
The best of the North West

PA LIFE
Take your meetings & events to new heights

South Bank's stunning riverside stretch is ready for summer with pop-up gardens, sandy lawns and meeting terraces built on the new Skyline On Balcony Bar at Royal Festival Hall

PA PEOPLE
Matthew Dale, Executive Assistant at a global investment bank

WINE TALK
Business Travel, Europe Meetings, Wine & London Christmas Party Plans

SPOTLIGHTS
Business Travel, Meetings & Events
Taking your events to Wines

PA LIFE
Driven to deliver

Supporting PAs and EAs every step of the way, how Blacklane is driving success for executive support professionals

PA PEOPLE
Julia Durham, EA to CEO of the Ambulance Charity
Bent Surrey Sussex

CAREER NEWS
When is EA the right job title?
CHARGE! - your strategic partner

SPOTLIGHTS
Christmas Parties, Gifting, Private Dining & Meeting in the Midlands

PA LIFE
Olympia: the future of events

London's newest global destination is so much more than just a venue - it's a fully integrated ecosystem, offering heritage with innovation, scale with flexibility, and business with culture. A platform for every possibility

PA PEOPLE
Amalique Wong, EA to CEO & Executive Committee of Bridge Carbon

CAREER ADVICE
Writing skills at AI
Add human file impact to CVs

SPECIAL FEATURES
Christmas - Food Preparation, Business Travel, Spotlight on London

Readership & Influence.

PA Life Reach

37K
Social

25K
LinkedIn

24K
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

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	£950 +VAT (Host will manage registrations on the day)



SPRING ISSUE

Commercial features, include editorial

- PA Show Preview
- Outdoor Venues & Summer Parties
- Corporate Hospitality
- Meet In Europe

Deadlines:

Editorial copy: 08/01/26
Artwork: 22/01/26

Publishing date:

16/02/26

SUMMER ISSUE

Commercial features, include editorial

- The Meetings Show Preview
- The Business Travel Show Preview
 - Business Travel
 - Meetings & Events
 - Rooftop Venues
- Meet in Ireland and Northern Ireland

Deadlines:

Editorial copy: 09/04/26
Artwork: 23/04/26

Publishing date:

18/05/26

AUTUMN ISSUE

Commercial features, include editorial

- PA Show Autumn
- Christmas Parties
 - Private Dining
- Meet in North of England & Scotland

Deadlines:

Editorial copy: 25/06/26
Artwork: 09/07/26

Publishing date:

03/08/26

WINTER ISSUE

Commercial features, include editorial

- Christmas - Final Preparations
 - Business Travel
 - Corporate Gifting
- Meet in London

Deadlines:

Editorial copy: 03/09/26
Artwork: 17/09/26

Publishing date:

12/10/26

BLACKLANE



DE VERE



SAN CARLO

SOUTH BANK

LONDON



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.

14th September 2026 | 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	£3,500 +VAT

PA Life provides exposure via web, email, social and bespoke events.
For more information, contact **Clair Seeley** on **01992 666724**
or c.seeley@forumevents.co.uk

Our Events.

PA LIFE
SUMMIT

PA LIFE
CLUB

PA LIFE
MEET UP

PALIFE
STAR AWARDS

PALIFE
CHRISTMAS PARTY

PALIFE
SHOWCASE
LEADING VENUES
OF LONDON

LONDON
VENUES
SUMMIT

EVENT
AGENCY
FORUM

EVENT
ORGANISERS
SUMMIT

EVENT
TECHNOLOGY
FORUM



PA Life Christmas Party

The 2025 party took place at Tottenham Hotspur Stadium – our Venue Host Sponsor where we celebrated the season and the achievements of the executive support professionals with over 300 guests.

PA Life Christmas Party & Star Awards 2026 Date & Venue TBC

What to expect:

- 🍷 Delicious food & drink
- 🎵 Live music & DJ
- ★ PA Life Star Awards announcement of finalists and winners
 - 🎁 Raffle prizes
 - 🛍️ Goodie bags



BLACKLANE

South Western
Railway

cmac.

SAN CARLO

your travel.
Corporate

l'oscar
LONDON

TK Taylce Lynn Corporation

FORTNUM & MASON
ESTD 1847
CONCIERGE

SILENT POOL
DIFFICULTLY BEATEN
GIFTS



If you would like to discuss sponsorship opportunities available at the PA Life Christmas Party, contact [Lucy Gallivan](mailto:l.gallivan@forumevents.co.uk) on **01992 374054** or l.gallivan@forumevents.co.uk



PALIFE
CHRISTMAS PARTY

PALIFE
STAR AWARDS



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.

28th April 2026 | Plaisterers' Hall
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. 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:
£1,095 +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

Contact **Jemma Wray** on **01992 374059** or **j.wray@forumevents.co.uk** at the earliest opportunity to secure your spot in front of the best venue buyers in London!



PALIFE

SHOWCASE

LEADING VENUES
OF LONDON

PA Show & Partners

PA Life is the UK's only magazine & media brand dedicated to the PA community; this is your opportunity to become part of our centre stage hub at the only exhibition dedicated to the sector.

Our all-inclusive package offers you a cost-effective solution to showcase your business and engage with new customers, without the hassle and additional costs to get there. Co-located with International Confex and the Event Production Show, there's an extended opportunity to engage with attendees across these events.

TBC 2027 ExCeL London

Stand Partner PRE EVENT

- Partner logo branding on all marketing
 - 1 x online news story
- 1 x half page adv in Feb/March PA Show magazine issue (extra distribution at the show)
 - Editorial inclusion within PA Show feature, Feb/March issue
 - Inclusion in PA Life & Partner online event profile
 - Dedicated profile within PA Show online Ezone
 - 6 month Directory Intro listing on palife.co.uk

LIVE EVENT

- Branded lightbox
- Lockable cupboard
 - Bar stool
 - Electrics

£3,650 +VAT

Contact **Lucy Gallivan** on **01992 374054** or **l.gallivan@forumevents.co.uk** for more information.

THE PA SHOW



Meet our team.



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LET'S CONNECT



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PA Life Magazine



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