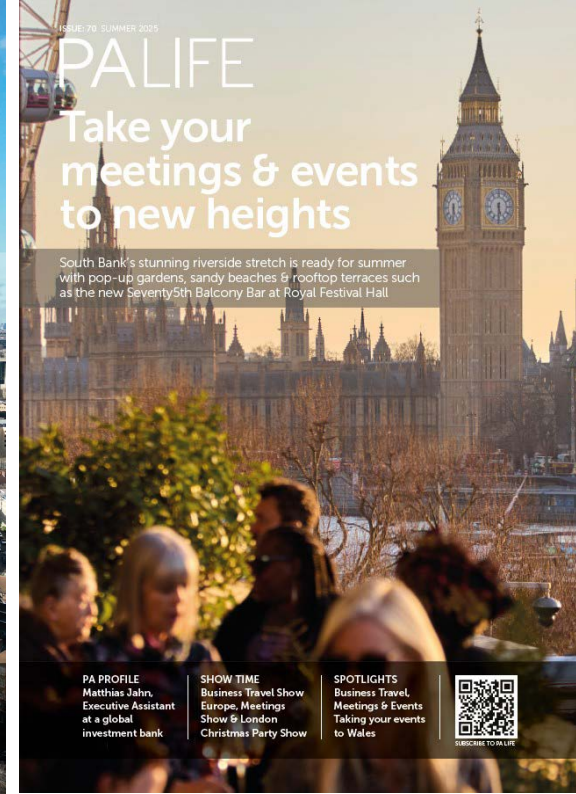


# PA LIFE

# Media Pack 2026

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



# 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<br>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"> <li>• Opportunity to host 10+ PAs at your venue or experience</li> <li>• 1 x email to our database to announce the event</li> <li>• Promotion of the event in the PA Life newsletter</li> <li>• Promotion of the event via social media</li> <li>• Promotion on the PA Life Club Website</li> <li>• Online Write Up after the event</li> <li>• Full data capture post event</li> </ul> | ✓                                                                                                                  | ✗                                                                                                                  | ✗                                                                        |
|         | Supplier ticket to the exclusive PA Life Christmas Party & Star Awards                                                                                                                                                                                                                                                                                                                                                                                  | x2                                                                                                                 | x1                                                                                                                 | ✗                                                                        |
|         |                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>£3,795</b><br>+ VAT FOR A YEAR                                                                                  | <b>£1,995</b><br>+ VAT FOR A YEAR                                                                                  | <b>£595</b><br>+ 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.

|                   |                                                              | <b>GOLD</b>          | <b>SILVER</b>        | <b>BRONZE</b>                                                   |
|-------------------|--------------------------------------------------------------|----------------------|----------------------|-----------------------------------------------------------------|
|                   | Desired number of PAs:                                       | 50 PAs               | 30 PAs               | 15 PAs                                                          |
| <b>PRE-EVENT</b>  | Email marketing to promote your brand & event registrations  | 2                    | 1                    | 1                                                               |
|                   | Promotional editorial online, newsletters & social media     | ✓                    | ✓                    | ✓                                                               |
|                   | Recommended Supplier Listing                                 | 6 months             | 3 months             | ✗                                                               |
| <b>LIVE EVENT</b> | PA Life representative to attend                             | ✓                    | ✓                    | ✗                                                               |
|                   | Social media coverage                                        | ✓                    | ✓                    | ✗                                                               |
| <b>POST EVENT</b> | 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                                 | ✓                    | ✓                    | ✓                                                               |
|                   |                                                              | <b>£3,750 +VAT</b>   | <b>£1,950 +VAT</b>   | <b>£950 +VAT</b><br>(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

BLACKLANE



DE VERE



SAN CARLO

### AUTUMN ISSUE

#### Commercial features, include editorial

- Christmas Parties
- Corporate Gifting
- 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
  - Private Dining
  - Meet in London

#### Deadlines:

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

#### Publishing date:

12/10/26



# Advertising Opportunities.

## PRINT ADVERTISING.

| Advertising position                               | Rate for one issue | Rate (per issue) for 4 issues |
|----------------------------------------------------|--------------------|-------------------------------|
| Front Cover<br>(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<br>Includes Homepage, News page, Magazine page, Online Courses page, Jobs page                                                                                | £1,200             |
| News page banner premium<br>Includes exclusive PA Life newsletter banner x2 per week                                                                                          | £1,000             |
| News page banner                                                                                                                                                              | £750               |
| Homepage banner                                                                                                                                                               | £750               |
| Event page banner                                                                                                                                                             | £495               |
| Sponsored Content<br>• Product or service coverage to fit your marketing objective<br>• Content posted online, featured on newsletter and social channels                     | £300 per article   |
| Sponsored Interview<br>• Bespoke interview, managed by the PA Life editor and written to your approval<br>• 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<br>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](mailto: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



# The Midlands Mixer

Get ready to network in style—don't miss your chance to connect with 100 top-tier, handpicked buyers from event organisers, agencies and PAs.

**10th September 2026 | Unique Venues Birmingham**  
Birmingham Repertory Theatre. 6 Centenary  
Square, Birmingham, B1 2EP  
5pm - 8pm

The Midlands Mixer, brought to you by PA Life, invites you to a high-energy evening where venues, suppliers, and event bookers come together to connect, mingle, and celebrate in style. Join us at The Studio Birmingham for a truly standout experience. Kicking off at 5pm and wrapping up in just three hours, it's the perfect after-work mix of networking and good vibes—designed to slide effortlessly into your evening plans.

**The Midlands Mixer Package:**  
**£1,250 +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

Brought to you by:

**PALIFE**  **venues of  
excellence**

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!



# 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.

**6th October 2026 | 8 1/2 London**  
5pm - 8pm

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 5pm and concluding within just 3 hours, ensuring minimal disruption to your workday or evening plans.

**Showcase Package:**  
**£1,250 +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](mailto: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 Life Christmas Party

The PA Life Christmas Party & Star Awards has long been the annual highlight in the UK assistant community's calendars. This year, as we celebrate our 15th anniversary year, we have even more to celebrate. Make sure not to miss it – all nominees get a guaranteed place!

We are excited to have Graysons Venues & their 10 Union Street property near London Bridge as our venue partners.

## PA Life Christmas Party & Star Awards 2026

11th December 2026  
Graysons Venues, 10 Union Street  
6 - 9pm

### What to expect:

🍷 Delicious food & drink

🎵 Live music & DJ

★ PA Life Star Awards announcement of finalists and winners

🎁 Raffle prizes

🛍️ Goodie bags

| Gold Partner        | Silver Partner     | Event Partner |
|---------------------|--------------------|---------------|
| £1,950 +VAT         | £1,250 +VAT        | £750 +VAT     |
| Sponsorship Partner | Supplier Ticket x2 |               |
| £550 +VAT           | £295 +VAT          |               |

**BLACKLANE**

South Western  
Railway

FORTNUM & MASON  
ESTD 1707  
CONCIERGE

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



PA LIFE  
CHRISTMAS PARTY



# 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.

**3rd & 4th March 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

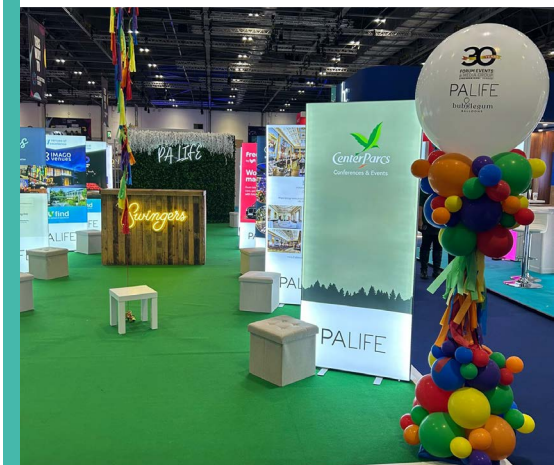
## **LIVE EVENT**

- Branded lightbox
- Lockable cupboard
  - Bar stool
  - Electrics

**£3,650 +VAT**

Contact **Lucy Gallivan** on **01992 374054** or **[l.gallivan@forumevents.co.uk](mailto: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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@PALifeMag



PA Life Magazine



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