

Ladies first



Is it time you looked in a new direction?
Franchise opportunities with Ladies First magazine



WHAT IS LADIES FIRST?

Ladies First is published by Hils Publications Ltd, a privately owned company which set up in business from home in 1985. 25 years on, the company publishes Ladies First and also Tiara, a wedding magazine. The company also designs and produces brochures and websites as well as organising bridal exhibitions and fashion shows. Ladies First magazine has been established in south, east and west Wales since 1986 and today is the leading and highest circulating women's free lifestyle magazine in Wales. A second edition of the magazine has also been trading successfully since 1997 in Buckinghamshire, Berkshire and Oxfordshire.

Ladies First is a high class, glossy publication, appealing to discerning women who appreciate a quality lifestyle. It covers all aspects of interest to women including:

- **Fashion**
- **Beauty**
- **Health & Fitness**
- **Family Living**
- **Social Scene & Entertaining**
- **Homes & Gardens**
- **Travel & Holidays**
- **Living & Lifestyle features**

The magazine is aimed primarily at women between the ages of 25 – 55+ and the editorial content is always informing, updating, provoking and entertaining. It covers both national and local news stories, keeping the best interests of both our readers and advertisers at the top of our list of our priorities.



HOW IS THE MAGAZINE PUT TOGETHER?

Quite simply, the magazine is made up of two sections – firstly, national and local editorials and secondly, local advertising from your own designated franchised area.

1 EDITORIAL CONTENT: The front covers of your magazine are supplied by the franchisor. Additionally, you have the opportunity to select from a wide choice of national style editorials for each issue and we supply these to you complete and ready for print.

However, specific limited editorials will need to contain just local content relevant to your own geographical area such as *What's On* in your Social Scene section. These specific pages can either be put together and designed by you 'in-house' or you may wish to outsource this to a freelance journalist and an independent graphic designer. We will help you to successfully establish whichever option you decide to choose.

2 ADVERTISING DESIGN & LAYOUT: Regarding the advertising content, again, this can either be put together by yourself 'in-house', or you can contract a graphic designer to do this for you. We will help and assist you to organise this in the initial stages to set up the magazine's corporate layouts.

3 PRINTING: It is advantageous for all franchisees to have their magazine printed by the franchisor's printers who are extremely competitive. When either you or your graphic designer have put your magazine together, the computerised files are sent online to our printers and the magazines are transported back to you ready for distribution. We will support and assist you through this process in the early stages.

4 DISTRIBUTION: You have the option to employ the services of freelance staff or friends to help you with the distribution of the magazine, or alternatively you could outsource this to a courier company. Again, we will assist you through this process and help you with setting up your initial distribution database.

KEY BENEFITS OF BECOMING A LADIES FIRST FRANCHISEE

- **TAKE CONTROL:** Avoid employment uncertainties during times of recession by building your own profitable lifestyle business with excellent revenue potential. A Ladies First franchise gives you the flexibility to run a business from home with no stockholding required and low operating costs.
- **ADDITIONAL ADVERTISING SUPPORT:** Franchisees will benefit from cross-territory sales by attracting national companies to advertise in multiple editions of Ladies First.
- **WEBSITE & ASSOCIATED PROMOTIONS:** Franchisees will also benefit from the publicity generated by the Ladies First website, as well as being able to obtain extra revenue income by replicating our promotional literature, exhibitions and events.
- **TRAINING/GROUP MEETINGS:** Training and support is available on an on-going basis and group meetings will be held annually for franchisees to enjoy a friendly get together to brainstorm and discuss their activities in a relaxed and informal environment.



WHEN IS THE MAGAZINE PUBLISHED:



Approved
Member of the
Audit Bureau of
Circulation

Ladies First is published quarterly to coincide with each new season.

Spring issue – published mid March

Summer issue – published mid June

Autumn issue – published mid September

Winter issue – published end November

TERRITORIES AND COSTS

LOCATION AVAILABILITY:

The UK has been divided into exclusive territories by franchise mapping specialists to ensure that each one is equally matched in terms of revenue potential. Territories will be assigned on a first come, first served basis.

FEES:

The cost of a franchise is £25,000 (+VAT). To allow your franchise to grow – unlike most franchisors – we only ask for an initial payment of £13,000, with a further three payments of £4,000 each, payable within the first 12-months of trading.

Our franchise management charge is 10% of your revenue and this is invoiced on a quarterly basis once each edition of the magazine has been published.

FUNDING:

If you require a loan, we have an arrangement with Barclays Bank to assist with arranging loans, subject to status. In addition you may be eligible for 'Unsecured Finance' Government Backed Funding. Contact the Business Advice Bureau for further information on **08000 324 323** or email: **info@businessadvicebureau.com**

WHAT YOU RECEIVE AS PART OF YOUR FRANCHISE PACKAGE

Ladies First

THE FRANCHISE PACKAGE INCLUDES:

- The exclusive sole territory rights to publish Ladies First in your designated region.
- Ready supplied front covers and national editorial pages free of charge.
- Training on all aspects of running a successful franchise, which will also include an initial in-depth induction course where we will guide you through maximising and increasing your advertising sales.
- Full on-going support.
- An Operations Manual containing comprehensive details and reference points to all aspects of publishing expertise required to produce the magazine.
- Style sheets, master pages and templates for magazine production.
- You will be given the first opportunity to take on a franchise of Tiara, our wedding magazine in your area.

...and don't forget, with the approval of the franchisor, your business is yours to sell if you wish to move on in the future or if your circumstances change.



THE NEXT STEP

Ladies First

AM I THE RIGHT PERSON TO BECOME A LADIES FIRST FRANCHISEE?

Previous editorial experience is not necessary as appropriate training will be provided. A background in retail sales is not essential, although would be useful. Above all, we look for personality, enthusiasm and commitment.

To find out more about owning a Ladies First franchise, simply email **franchise@ladiesfirst.co.uk** or call Vicky Ferda on **029 2039 6600**.

Hils Publications Ltd
1 Kings Road
Pontcanna
Cardiff
CF11 9BZ

029 2039 6600
franchise@ladiesfirst.co.uk
www.ladiesfirst.co.uk

