New shopping magazine by Open for Business

EHLiving, produced by Treacle Productions responsbile for I-on Magazine, will be launched at the end of March. This biannual, glossy 36-page magazine will promote the retail and lifestyle opportunities within the Open For Business areas and be a must-read for people with an interest in shopping, dining & lifestyle. The key objective for the magazine is to drive footfall and increase spend in Edinburgh's City Centre, Leith and the West End throughout the duration of the tram construction.

The magazine will be free of paid-for advertising and include retail features, profile pieces, interviews, recipes and special offers. Each issue will have a key focus (i.e. City Centre for the first one to coincide with the Princes St closure to traffic), however there will be a 'talking heads' feature to ensure that retailers from other areas are also represented.

There will be 100,000 copies of each issue produced. 50,000 copies will be inserted within the Edinburgh Evening News whilst the remainder will be distributed throughout Edinburgh and the Lothians by an independent distribution company to ensure strong presence. Places targeted will include shops, bars, restaurants, libraries, leisure centres, accommodation providers, visitor attractions, tourist information centres, bus & train stations, venues and salons.

For more information contact leanne.mabberley@edinburgh.gov.uk

Eh Living logo

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