

PRIDE MAGAZINES

THE BIG READER SURVEY

THE TRUTH ABOUT LOCAL MAGAZINES

LINCOLNSHIRE

Readers of Lincolnshire
Pride Magazine
have spoken about local
magazines – and the
results are fascinating...



THE RESULTS

Main: The Pride team took to the streets to gather first-hand insights. We also launched an extensive social media and digital campaign, in addition to running the survey for two months across the Lincolnshire editions of Pride Magazine.

Readers described Pride

as “a wonderful magazine,” with

“great content” and “beautifully presented.”

THE TRUTH ABOUT LOCAL MAGAZINES

LINCOLNSHIRE

Our readers have spoken and the results are fascinating! Lincolnshire Pride is delivered by Royal Mail straight through the letterboxes of the region's most desirable homes.

We take enormous pride in that commitment — and remain curious what our readers think, not only about Pride, but also about other local magazines available to them. We wanted to find out more about the readership habits, preferences and choices — what our readers and our communities say about us, others, and most importantly, what matters to them. So, we asked readers of Pride and residents of the county to tell us

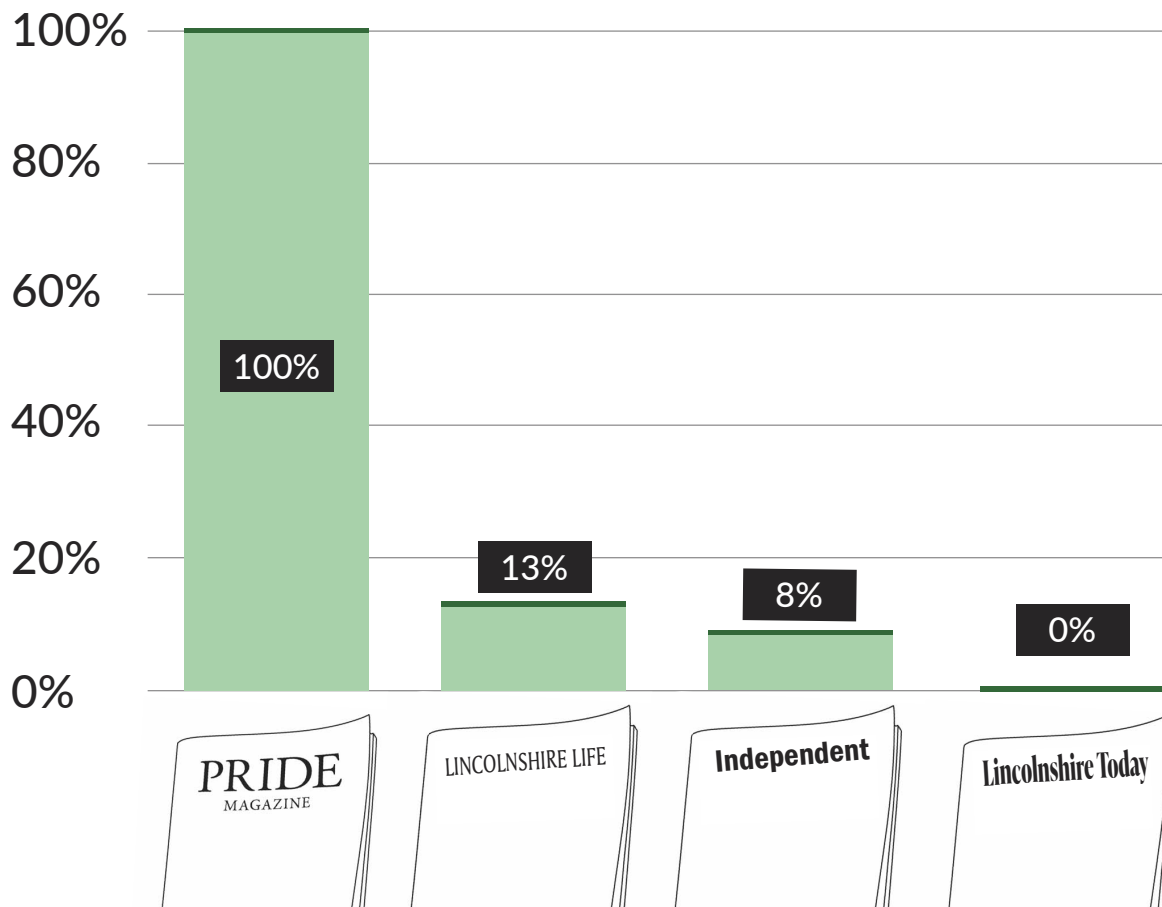
which magazines they subscribe to; which they purchase; which they read outside the home, and what they feel towards those magazines.

***“Pride Magazine says it all.
Pride in all we do.
Pride in our beloved county.”***

DP, Spalding

WHICH LINCOLNSHIRE MAGAZINES DO YOU READ?

Among our verified Pride readers — residents of council tax bands F, G and H within our delivery area — we asked: ‘Which other magazines, apart from Pride Magazine, do you read?’



80% said they read every issue of Pride delivered – that's far more than all of our competitors combined!

How we gathered the results

To gather breadth and depth of responses the Reader Survey ran across multiple channels. It appeared in the November and December editions of Pride, in several e-newsletter campaigns to reach our subscribers, and through a series of social-media posts inviting community participation to ensure we captured the views of print and digital audiences.

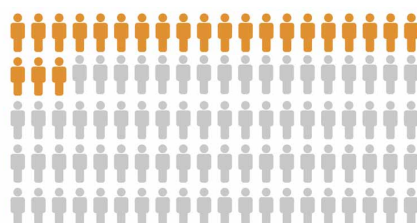
Our team even took to the streets amongst the community — in high-visibility jackets — to gather responses directly from residents. We offered respondents the opportunity to win £1,000 for answering just eighteen questions. The lucky winner chosen at random can now spend those winnings with any of the businesses that trust Pride with advertising their goods and services...



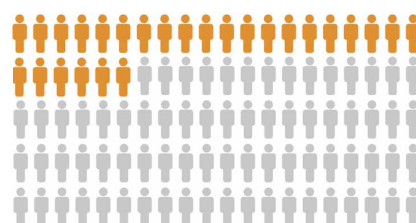
LINCOLNSHIRE PRIDE MAGAZINE
80% SAID THEY READ EVERY ISSUE DELIVERED
20% SAID THEY READ IT SOMETIMES
0% SAID THEY NEVER READ IT



LINCOLNSHIRE LIFE MAGAZINE
13% SAID THEY READ EVERY ISSUE
43% SAID THEY READ IT SOMETIMES
45% SAID THEY NEVER READ IT



LINCOLN INDEPENDENT
0% SAID THEY READ EVERY ISSUE
23% SAID THEY READ IT SOMETIMES
77% SAID THEY NEVER READ IT



LINCOLNSHIRE TODAY
0% SAID THEY READ EVERY ISSUE
26% SAID THEY READ IT SOMETIMES
74% SAID THEY NEVER READ IT

Above data based on respondents (living in an F, G or H council tax home) who received Pride Magazine through their letterbox answered 'How often do you read local magazines?' Percentages may not total 100% due to rounding each response to the nearest whole percent.



Do you read any local magazines that are placed in cafés, gyms, restaurants, shops etc?

We asked our Pride readers - and the public who told us:

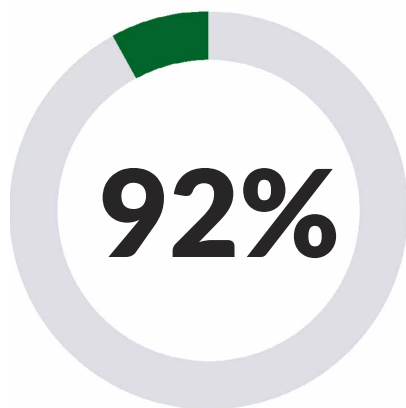
26% Regularly read this way.

43% Occasionally do so.

18% Rarely would read in these locations.

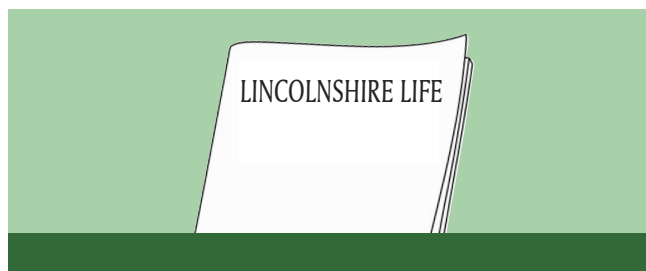
13% Never do.

LINCOLNSHIRE LIFE



92% of Pride readers told us they do not buy, or subscribe to, Lincolnshire Life

Understanding Lincolnshire Life



Lincolnshire Life describes itself as “the biggest selling and favourite county magazine since 1961.” It is an impressive claim — but our Lincolnshire reader survey paints a very different picture of how magazines are actually consumed today.

Retail magazine purchasing has collapsed across the region. 89% percent of respondents told us they seldom or never buy magazines in shops, and this rises to 93% among F, G and H-band households. These are the homes with the greatest spending power, yet they are the least likely to purchase printed magazines from retailers. This means that claims based on “sales” no longer reflect how most people access local publications.

Instead, readers report encountering Lincolnshire Life almost entirely through a casual read in a cafe or similar venue.

For advertisers, this matters. A pick-up model relies on footfall and chance visibility, offering limited assurance that the intended audience will ever see the magazine — let alone the advert.

Lincolnshire Life’s headline claim is: “Delivering an unrivalled audience for advertisers across both print and digital platforms.”

However, this could not be further from the truth. Our survey shows that **a staggering 92% of Pride readers do not buy or subscribe to Lincolnshire Life.**

They also claim to reach “a discerning and affluent audience” — yet this doesn’t stand up to scrutiny. Pride is the only magazine delivered directly to the wealthiest households in the county, targeting verified F, G and H council tax band homes via Royal Mail. That is the very definition of a discerning, affluent audience — and it’s an audience Lincolnshire Life simply does not reach.

In short, while Lincolnshire Life has long history and presence, the reality of modern readership — revealed clearly in our data — highlights that targeted delivery, not a casual read in a cafe, is what truly delivers results.

Lincolnshire Today



97% of Pride readers told us they do not buy, or subscribe to, Lincolnshire Today

Not a single reader reported subscribing to Lincolnshire Today.

It’s important to note that all feedback quoted here comes directly from Pride readers. All comments are taken from verified survey respondents, with evidence of participation retained on file.

Lincolnshire Pride: Representing our area



We're genuinely proud — and very grateful — that you've told us Pride reflects Lincolnshire so well. In our latest survey, almost every reader said the magazine captures the spirit of the county, from its communities and culture to the people, places and stories that make this part of the country unique. Overall, 98% of respondents felt that Pride represents the county well, and that rises to an incredible 100% among F, G and H-band households.



Readers spoke about how much they value seeing local life celebrated: the events, the food, the landscapes, the businesses and the familiar faces that make Lincolnshire feel like home. You told us the magazine feels relevant, rooted in the county and connected to what really matters here.

For us, there's no greater compliment. Thank you for sharing how well Pride reflects the county — it inspires us to keep bringing you a magazine that feels proudly, unmistakably local.

Reader Habits: Purchasing Magazines

We wanted to understand the changing habits of our respondents, so we asked how often you buy magazines from a shop or newsagent. The answer was clear: those surveyed generally don't.



Our survey showed that 89% of people never, or rarely, buy a magazine!

Seeing magazines left on retail shelves is therefore unsurprising as our survey shows that people in Lincolnshire are increasingly turning their back on purchasing magazines altogether. Almost 9 in every 10 respondents told us they only occasionally buy a magazine, or never buy one at all. In the area's most affluent F, G and H-band homes, that figure rises even further to 93%.

"I really look forward to receiving my copy of Pride. I can honestly say it gets read cover to cover and then remains on my coffee table."

Julie-Ann Leek, North Hykeham

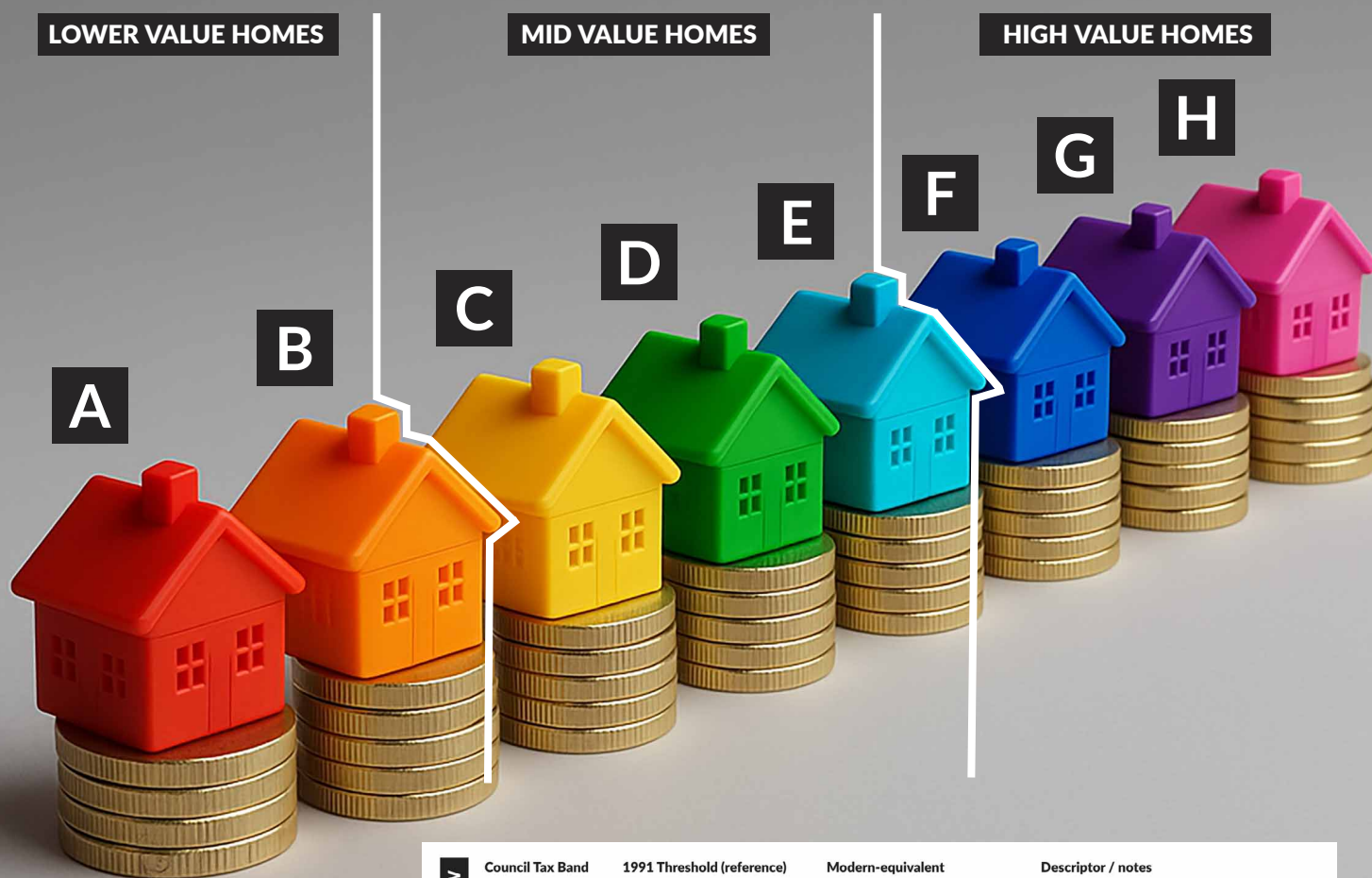
This shift in behaviour reinforces why Pride's model works so well. Instead of relying on chance purchases or casual browse-by habits, we deliver high-quality, relevant content directly into the hands of our readers at home and in the places they visit. Whilst other publications rely largely — or even entirely — on being picked up by chance, Pride is created, curated and delivered directly to homes to ensure our readers don't miss the very best that the area has to offer.



Pride is built for engaged readers — not for the newsstand.

COUNCIL TAX BAND CALCULATOR

Understanding council tax bands, and what is considered a 'high value home'?



PRIDE IS DELIVERED THROUGH
THE LETTERBOXES OF F, G & H
HOMES BY ROYAL MAIL.

	Council Tax Band	1991 Threshold (reference)	Modern-equivalent	Descriptor / notes
LOW	Band A	~ £40,000	~ £100,000 to £180,000	Very modest / small flats / low value homes
	Band B	~ £40,001 – £52,000	~ £180,000 to £240,000	Entry-level / lower mid homes
MID	Band C	~ £52,001 – £68,000	~ £240,000 to £310,000	Mid-market / "normal" homes
	Band D	~ £68,001 – £88,000	~ £310,000 to £380,000	Mid-upper / comfortable family homes
	Band E	~ £88,001 – £120,000	~ £380,000 to £480,000	Strong / upper-middle homes
HIGH	Band F	~ £120,001 – £160,000	~ £480,000 to £620,000	Upper / premium homes
	Band G	~ £160,001 – £320,000	~ £620,000 to £1,200,000	High end / large / desirable homes
	Band H	~ £320,000 +	£1,200,000+	Top tier / luxury / exceptional properties

Pride Magazines reaches readers with the highest capacity to spend. The ONS's latest Family spending in the UK bulletin (financial year ending March 2024) shows the average UK household spends £623.30 per week, but spending isn't evenly distributed.

The richest fifth of households spend £948.70 per week, while the poorest fifth spend £378.60—a gap of roughly 2.5×. In other words, the upper end of the market buys substantially more goods and services every week than lower-income households.

That difference isn't just about totals; it's about what gets bought. The ONS notes that in 2023–24 the richest fifth increased their expenditure in real terms, whereas the poorest fifth held flat in real terms, implying trade-downs or reduced volumes among lower-income groups. Meanwhile, poorer households continue to devote a larger share of their

budgets to essentials such as housing, fuel and power, leaving less room for discretionary categories where brands differentiate (premium home, fashion, leisure, technology, eating out, and travel).

Affluent households, by contrast, retain more headroom for these categories and **still spend the most** in absolute terms across almost every area. For a premium advertiser, that's the audience where brand preference translates fastest into revenue.



Spending power is underpinned by wealth. The ONS Household total wealth in Great Britain release shows **the wealthiest 10% of households hold £1.2 million** or more in household wealth; **the top 1% hold 10% of all wealth, the same share as the least wealthy 50% combined.**

Showcasing Local Businesses

“Pride Magazine is my favourite local read. I am looking forward to dining at The Old Bakery thanks to its recent feature!”

Mary, Lincoln

Our readers are passionate about the place they call home — and nothing reflects that better than the importance they place on local businesses. In the Lincolnshire Reader Survey, people told us time and again that they value discovering new independent shops, restaurants, makers and services through the pages of Pride. Many said they rely on the magazine to stay connected to what’s happening locally, to find inspiration for where to visit, eat and shop, and to celebrate the success stories shaping our community.

“Pride’s promotion of local independent businesses is key, to encourage people to support and use all these companies and services.”

PD, Stamford

Pride’s commitment to championing local businesses has always been central to our mission. Whether we’re profiling a new artisan, showcasing a family business, or highlighting the incredible talent behind local hospitality, our aim is the same: to bring readers the very best the county has to offer. Supporting our business community supports our wider communities — and we’re proud that readers look to Pride as a trusted guide to the standout people and places that make Lincolnshire special.



The circulation of Pride Magazines has always been transparent - Our editions are professionally delivered by Royal Mail directly into the letterboxes of Lincolnshire’s most affluent households.

Understanding Magazines Reader Engagement

The survey didn’t just reveal which magazines people read and receive — it also showed how they engaged with them.

Our respondents told us that Pride isn’t a publication to flick through and discard; it’s one they keep, share and discuss.

Many respondents told us they read each issue cover to cover, while others mentioned that copies are passed on to family, friends, or even displayed in offices and waiting rooms — extending every edition’s reach far beyond the initial delivery. This engagement underlines why Pride is at the forefront of local publications: not just for its verified distribution, but because it is genuinely read, shared and discussed by the communities of Lincolnshire, and trusted by advertisers.

How we scored engagement

In our survey, we asked people to rate local magazines as Loved, Liked, Okay, Not Keen or Don’t Read. We then converted these into an Engagement Index with the totals shown below as the sum of all scores for each title—the higher the total, the stronger the engagement.

Engagement Index:

PRIDE:	525 points
LIFE:	333 points
TODAY:	111 points
INDEPENDENT:	103 points

Engagement Index (0–4 scale; ‘Don’t Read’ scored 0). Totals represent aggregated reader sentiment for each magazine.



“The look of Lincolnshire Pride, the topics covered and products advertised makes it an enjoyable read.”

Lisa Hargreaves, Tattershall

Local magazines: Online in the Digital World

Pride Magazines' social media community continues to grow at pace, confirming our position as the region's most-followed local magazine brand. Using the latest November 2025 snapshot from Facebook and Instagram, Pride leads with 36,342 followers, comfortably ahead of other local titles: Lincolnshire Life at 13,790, Lincoln Independent at 4,763. Lincolnshire Today did not appear to be active on social media.

“Lincolnshire Pride is a great magazine and the fact it can be downloaded is a huge benefit – I really look forward to it arriving.”

Liz Treadgold, Lincoln

Why does that matter for readers and advertisers? Social reach amplifies every issue we publish. It drives discovery for new readers, extends the life of stories between print editions, and creates a

two-way conversation with the affluent households we serve. Posts showcasing local businesses, venues and experiences routinely achieve strong engagement, helping quality brands cut through the noise with a trusted, lifestyle-led voice.

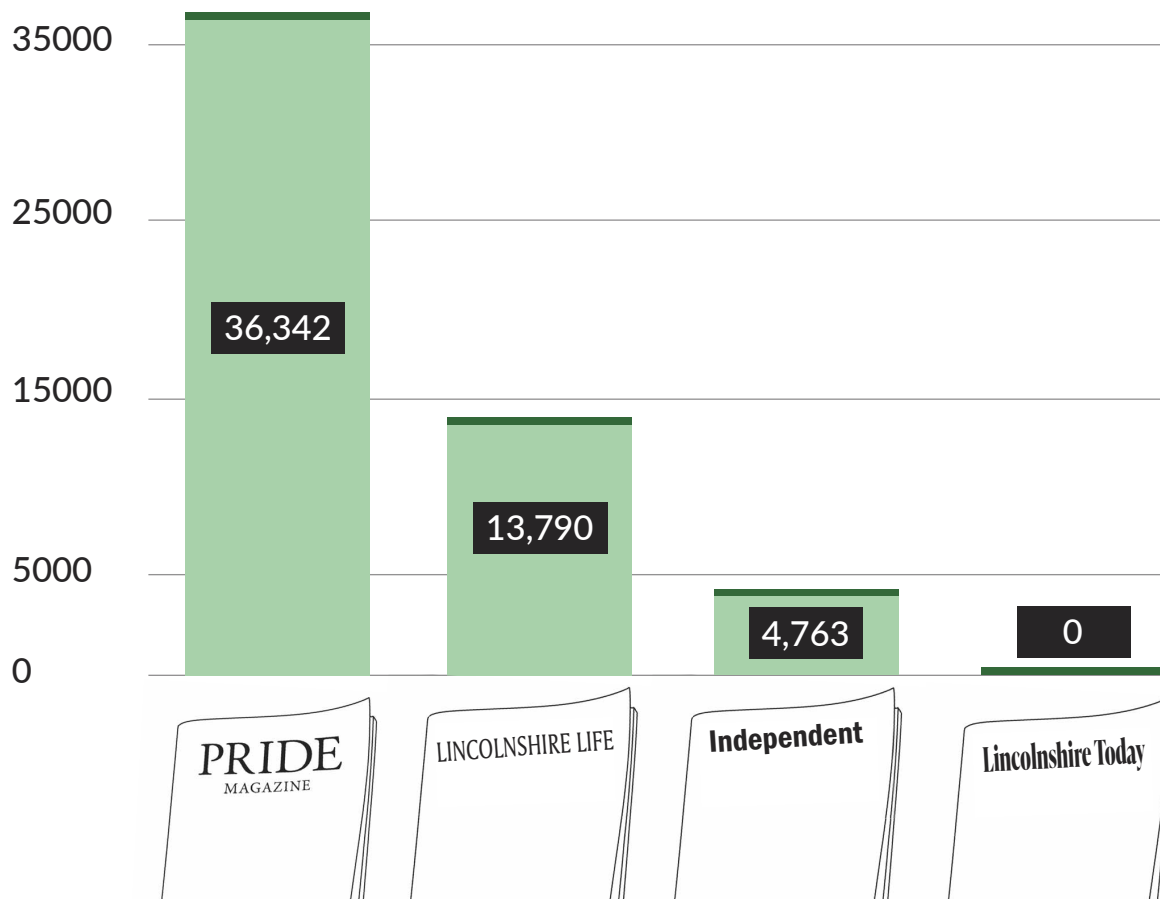
And accessing Pride has never been easier—or more accessible. While our print editions are professionally delivered by Royal Mail directly into high-value F, G and H council-tax-band homes, everyone can enjoy Pride free of charge online every month extending our reach beyond the area.

Read the full magazine on our website or app, or browse via leading platforms including Readly and Issuu. Articles are optimised for mobile, tablet and desktop, so readers can dip into restaurant reviews, homes and interiors, fashion, society pages and local features anywhere, anytime.

If you're new to Pride, join our online community today and experience the region's best luxury lifestyle content without paying a penny. And if you're a business looking to reach our readers, our unmatched social following — combined with premium print delivery — offers a powerful, proven way to put your brand in front of the right audience.

HOW MANY SOCIAL MEDIA FOLLOWERS ('FANS') ON FACEBOOK & INSTAGRAM?

As at November 2025, follower data from Facebook and Instagram was collected for all brands of: Pride Magazines, Lincolnshire Life, Lincolnshire Independent and Lincolnshire Today.



Printed Magazines: Alive and thriving



In a world dominated by digital screens and quick scrolling, print magazines continue to offer something different — a more focused, enjoyable and memorable reading experience. Research shows that physical magazines encourage deeper engagement: readers slow down, take in the photography, and connect more fully with the stories on the page. The tactile feel of the paper, the weight of the product and the intentional act of sitting down with a magazine all contribute to a richer, more immersive experience than digital formats typically provide.

Our respondents reminded us that a physical magazine becomes part of the home — kept, shared and enjoyed.

“Lincolnshire Pride is excellent. Very interesting and well written articles with beautiful accompanying photos that portray a high end magazine.”

Carolyn Bintley, Lincoln

This sentiment was echoed earlier this year on BBC Radio Lincolnshire, when Pride’s Editor Rob Davis discussed the future of magazines with presenter Sean Dunderdale. Rob explained that we anticipated the decline in retail magazine sales years ago and moved away from relying on supermarket shelves. Unlike many competitors we invested in direct, free home delivery, ensuring our magazine reaches readers reliably and intentionally each month. Sean noted, and we agree, there is something unmistakably special about a magazine arriving through the door — tactile, personal, and capturing the attention of the reader.

Academic commentary supports this view: the weight of a beautifully produced magazine and the tactile feel of its pages turn reading into an experience, not just content consumption. Paired with high-quality journalism and targeted distribution, print doesn’t just endure — it thrives and remains, for us, an absolute joy to produce.

Pride’s approach proves it. Thoughtfully made, expertly delivered and genuinely loved by readers, print magazines when carefully and meticulously curated in this way are very much alive and thriving.



Thank you... and congratulations!

A huge thank-you to everyone who took part in The Big £1,000 Pride Reader Survey 2025. Your feedback has been invaluable and helps us continue to improve each and every edition.

Congratulations to Alison Parkinson of Stamford, who was randomly selected from all valid entries and wins £1,000 to spend with any of the advertisers featured in Lincolnshire Pride. Alison told us that she loves our articles on food and events and is looking forward to spending the prize with one of our restaurant advertisers.

“I am delighted to win – living in Stamford and originally from Lincoln I’ve always enjoyed Pride, they are fabulous magazines.”

Alison Parkinson from Stamford

If you’d like to promote your business to the wealthiest people in Lincolnshire with, by far, the highest verified home-delivery reach to F, G and H homes, contact our friendly sales team on 01529 469977. Because when it comes to reaching the county’s most affluent readers — Pride delivers... *literally!*



More affluent readers. More online readers.
Highest engagement. Transparent circulation.

*Reach the region's most affluent readers - every month.
Over 60,000 engaged readers across print and digital.*

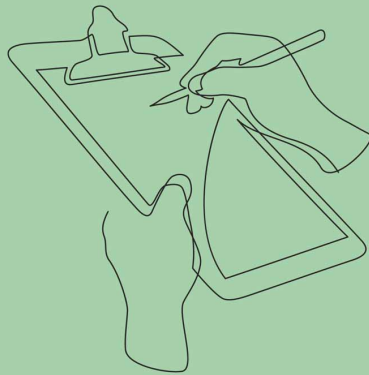
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THE BIG READER SURVEY



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