

Become a Partner

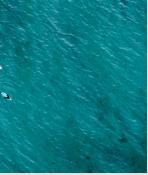
The List
 *Guernsey*

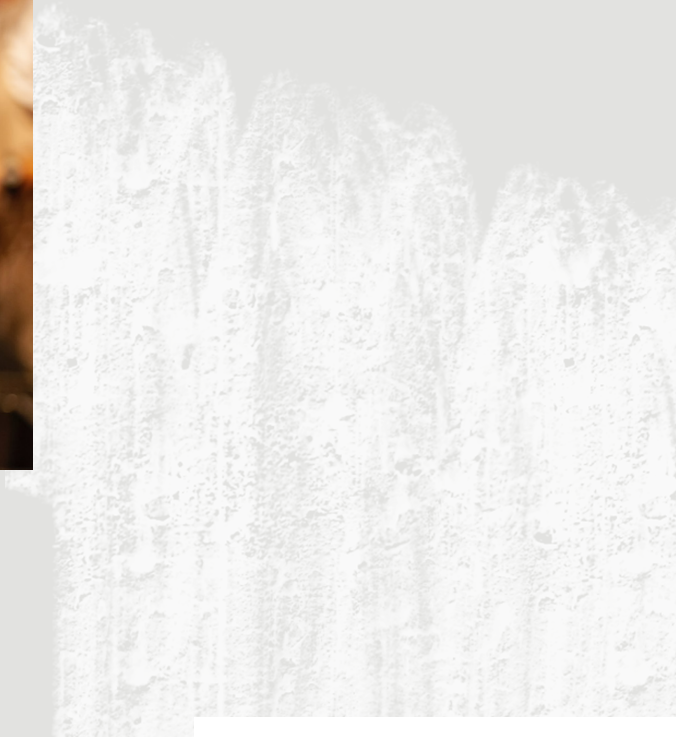
Live Life Well.



The List is a local lifestyle platform that embraces living life well and gives subscribers access to exclusive local content which focuses on wellbeing and getting the most out of life.









We believe in...

- celebrating local businesses
- building strong community relationships
- investing in health and wellbeing
- enjoying special moments in the everyday
with quality products and experiences





Our subscribers...

- love all of the things that local life offers
- enjoy spending quality time with family and friends
- want to invest in themselves and in their local community
- are looking for opportunities to enhance their health, happiness and wellbeing



Our target market is your
target market, so let us
help you to reach your
audience.





3,700+

Newsletter
Subscribers

52%+

Average Newsletter
Open Rate*

6,000+

Website Page Views
per Month**

69,000+

Google Impressions
per Month**

*based on past 12 months (Industry average less than 20%)

**as of April 2025

A Quality, Engaged Following

5,800+

Social Media
Followers*

Over 90%

**Female,
Aged 25-65**

30,000+

Monthly
Social Reach*

**Guernsey
Based**

*as of April 2025



Bespoke Partner Packages and Sponsorship Opportunities

We have a range of **Bespoke Partner Packages** to feature your business, showcase your products and promote your events on our site and social platforms.

What We Offer...

Our partner packages include the following opportunities:



Dedicated Article

A sponsored 'listicle' on our website featuring your business (in the form of a list!)



Dedicated Newsletter

Content created purely about your business emailed directly to our subscribers (in the form of a list!)



Dedicated Social Features

Posted on our social feeds



Website Headline Feature

Featured at the top of our home page



Newsletter Headline Feature

The main feature at the top of our weekly newsletter



Newsletter Feature

A mention (text with a link) within our regular newsletter



Newsletter Banner

A dedicated banner in our weekly newsletter

Packages Comparison

Our package offerings at a glance...

FEATURE	HEADLINE	WHOLE
Article Social Feature Newsletter Feature	Article Social Feature Website Headline Feature Newsletter Headline Feature	Article Dedicated Newsletter 2 Social Features Website Headline Feature Newsletter Headline Feature
£400	£600	£750

A Newsletter Banner

Advertise your business on a banner in our newsletter.

Our newsletter is our secret weapon. We have a highly engaged newsletter audience (consistent open rate of over 50%!) who love to keep up to date with our weekly emails. Put your event or business right in front of their eyes with a prominent newsletter banner.

We will create the banner for you to feature your branding but also fit within the design of our newsletter to best suit our audience. Go for one newsletter feature, or leave it with us for a month to ensure it gets seen!

Example newsletter banner (right)

From
£75

Enjoy!



5 Things To Do This Week

1. Put YOU on your To Do list this week.
2. Sign up for [something new](#).
3. Give yourself one compliment. Right now.
4. Focus adding the good to your lifestyle, not removing the bad.
5. Drink more water. *(That was for us, but we figured you may*

What's included:

1 feature (includes 1 creative design & 1 weekly newsletter feature) - £75

1 month (includes 1 creative design and min. 4 newsletters in a calendar month) - £200



1 newsletter
banner

The Feature Package

Let's write a list that features your business.

To make a bigger impact, why not partner with us to create an article that features your product or service? We will work with you on a listicle (an article in a list format) concept to best feature your company whilst also remaining true to the kind of authentic content that resonates with our audience. We will then write it for you and send it to you for review. The article will also be shared on our social channels and will be one of the articles featured in our weekly newsletter.

Example dedicated article (right)

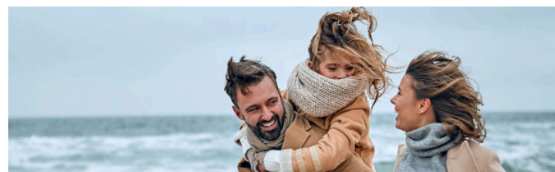
£400

The List *Guernsey*

5 Ways to Live a Greener Life in Guernsey

In partnership with Guernsey Electricity

When it comes to living more sustainably, lots of small changes can have a big impact on our wellbeing, our local environment and can ultimately change the world we live in for the better. As Guernsey Electricity moves forwards with plans for a more sustainable future for our island through [Electric Living](#), they shared some ideas with us on how to live a greener life.



What's included:

1 article on our website that is then featured in our newsletter and on our social channels.



1 dedicated social feature



1 newsletter feature



1 dedicated article

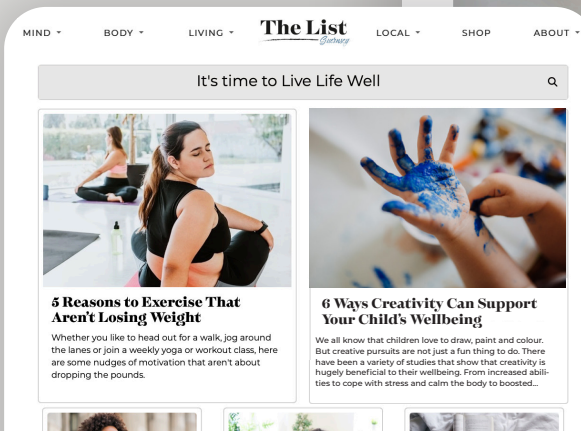
The Headline Package

Put your listicle feature front and centre.

£600

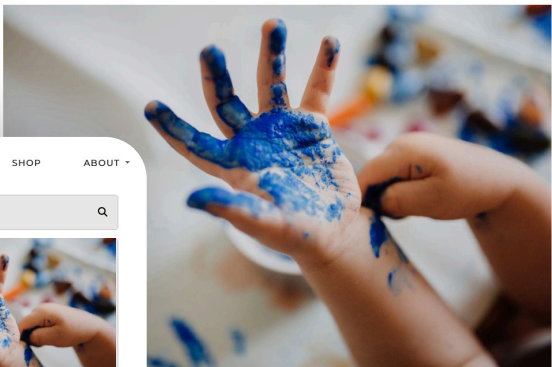
This package has all of the benefits of The Feature Package but it also gives you top billing on our website for a week to ensure eyes land on you first. Plus, it guarantees your spot as the main article in our newsletter for that week too, putting you in the primary position.

Example newsletter headline feature (right) and website headline feature (left)



5 Things We're Loving This Week

MIND: These [small steps](#) that all add up.
BODY: Ensuring we find some [vit D](#).
LIVING: Enjoying [new recipes](#) with little effort.
LOCAL: This [exclusive free event](#) at The OGH.
SHOP: 50% off at one of our fave [local shops](#).



How Creativity Can Support Your Child's Wellbeing

In partnership with [BDO](#).

Children love to draw, paint and colour. But creative is a fun thing to do. There have been a variety of studies vity is hugely beneficial to their wellbeing. From cope with stress and calm the body to boosted al intelligence and increased attention spans, there encourage your child to indulge in their creative side.

What's included:

1 article on our website that is then featured in our newsletter and on our social channels.



1 dedicated
social feature



1 newsletter
headline feature



1 dedicated
article



Website headline
feature for 1 week

The Whole Package

It does exactly what it says on the tin.

Yup, you guessed it... This is all of the wonders that you get with the previous editorial packages but with one major added extra: A dedicated email sent to our main list. This will be crafted much in the same way as our newsletter - lifestyle content written by us and of interest to our readers - but the email format allows for more links, specific product highlights and a more sales-driven approach. It is exclusive content for our loyal, highly engaged newsletter subscribers that they can't find anywhere else, and as a result is a completely new piece of editorial - separate from the article we write for the website.

Based on experience, we advise adding an exclusive offer or code to this in order to encourage more engagement.

You also get an extra social feature with The Whole Package. This can be a second share of the dedicated article, or a social mention to give people a heads up to subscribe/ check their email for the dedicated newsletter coming out, or even something else that you may want to let our audience know about. We'll work with you on the best use of this for our audience and the package.

£750

What's included:

1 dedicated article placed in the headline spot of our site and weekly newsletter, plus 1 dedicated newsletter to our database, as well as social shares.



2 dedicated
social features



1 dedicated
newsletter



1 dedicated
article

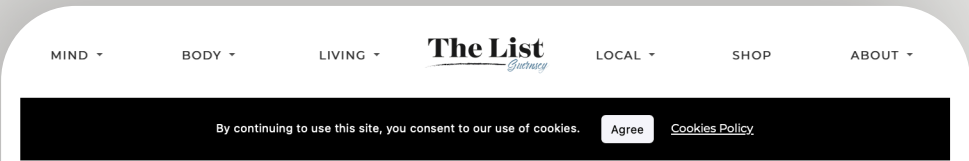


Website headline
feature for 1 week



1 newsletter
headline feature

The Whole Package



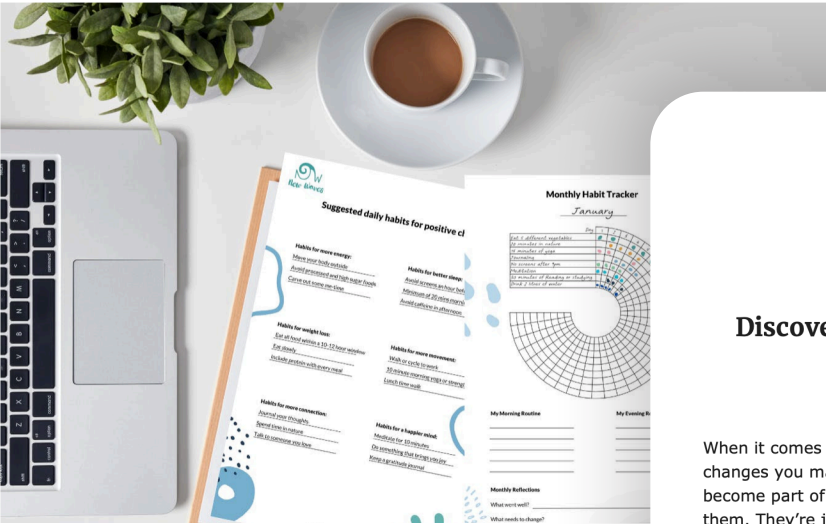
How To Implement Healthy Habits With The 6 Anchor System

In partnership with [New Waves](#)

There are many small lifestyle changes you can make today - yes, *right now!* - that will have a significant impact on your long term physical and mental wellbeing. But with so much info and advice out there it can feel a bit overwhelming and difficult to know where to start. The key is to keep it simple.

The [Six Anchor System](#) is a holistic approach to wellbeing that helps you to achieve balance in your life, with room for imperfections and flexibility along the way. Combine this system with a [Habit Tracker](#), which helps you to create, and more importantly stick with healthy habits that start small and build up to increase positive energy in your life.

Example dedicated newsletter (left) and example dedicated article (below)



You can download your Habit Tracker for FREE [here](#) and get started with a few suggestions from [New Waves](#), based around the Six Anchor System, to create the lifestyle you want for yourself.

'When these anchors are looked after we're able to maintain positive energy and stay in good health life throws at us.'
Lou, New Waves

1. Food.

When it comes to food and nutrition, it's all about mindset and balance. It's more important to ensure you're getting wholesome food in, rather than having a really restrictive diet and worrying about what you should be denying your sometimes even guilt. We don't need to eat a perfect diet to be healthy. Keep your food simple and unprocessed, avoid restrictions and adopt habits that will help you to make healthier choices that suit you, your body type and your guidance, a [Nutrition Coach](#) can help guide you to make informed choices that lead to realistic changes that work for

Simple habits for better nutrition.

- Include protein, plant or animal based depending on your preference, with every meal.
- Try one new, healthy recipe a week.

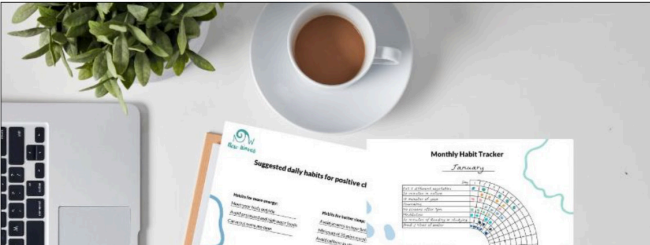
The List Guernsey

Discover a More Energised You, One Habit at a Time

In partnership with [New Waves](#)

When it comes to wellness, it's the little things that count. The small lifestyle changes you make that add up over time to create healthy habits that simply become part of your daily life without you having to think too much about them. They're just something you do everyday, or once a week, as part of your regular routine.

Like your morning walk to work, your daily skincare routine or your weekly fitness session. There comes a point when you don't have to think about it, it's just something you do. That's what makes it a habit, right?



Content Guidance

Not sure what kind of list would work?

If you are excited to become a partner on The List but aren't sure where to start in terms of content ideas then we will be very happy to guide you. All of our articles are in the format of a list, often titled 'X Ways To Xxx', but not always. Here is a brief overview of the content sections of our site, along with some content examples.

MIND

Our Mind section focuses on feeling and mental health and wellbeing. Examples of recent articles include: ***10 Quick Self Care Ideas To Help You Destress, 7 Tips for Taking a Digital Detox, Why You Need Art & Creativity in Your Life***

BODY

Our Body section covers movement, nutrition and beauty. Examples of recent articles include: ***What is Reiki and How Does It Work?, 5 Reasons to Exercise That Aren't Losing Weight, 9 Surprising Signs That You Might Be Deficient in Magnesium***

LIVING

Our Living section is our more general lifestyle section and covers tips, tricks and advice for living life well, as well as home decor, recipes and books. Examples of recent articles include: ***6 Sustainable Fashion Tips, 5 Achievable Lifestyle Goals To Set This Year, Why You Should Take Your Meetings Outside, 5 Guernsey Home Instagram Accounts We Love***

LOCAL

Our Local section is all about what is happening on-island and covers upcoming events, local shops and businesses as well as tips to live life well locally in Guernsey. Examples of recent articles include: ***The Best Summer Cocktails (and where to find them!), 5 Ways to Live a Greener Life in Guernsey, 10 Simple Things To Do To Help Bees in Guernsey, 6 Types of Yoga to Try in Guernsey***

Sitting under our 'Local' section, you will also find our other content series "**Listed**", a platform to showcase local inspirational stories and people, and "**Love Local with The List**", a seasonal series published in the lead up to Small Business Saturday in December.

Both of these are features handpicked by our team, but we are always looking for new features so please do get in touch.



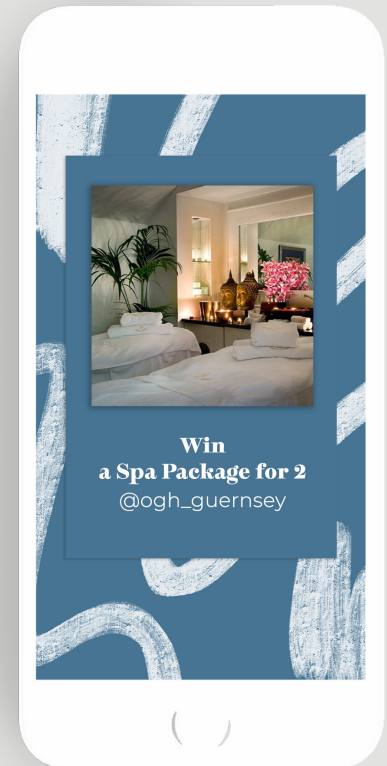
Be a Giveaway Partner on

The List

£0

We host regular giveaways for our followers, with the goal of not only letting them know about great local products and services, but also to give them the opportunity to live life well. In the past, prizes have included spa days, chocolate hampers, Italian food & wine (yes, wine!), beauty products and treatments, books and more...

We create a dedicated web page for each giveaway showcasing the prize and business offering it, place the giveaway in a headline spot on our website and we share the giveaway on our social media channels. We don't currently charge for this package - all we ask is that you provide the prize for our readers.



You provide the prize, we provide the exposure.

Includes:

• Dedicated Web Page • Website Headline Feature • Social Partnership

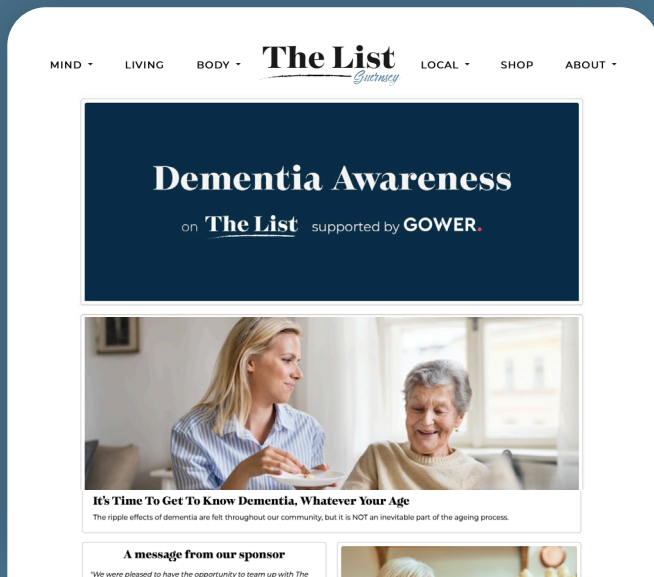
Bespoke Sponsorship Opportunities

Our sponsorship opportunities include events, campaigns and editorial series.

Wellbeing Events

Work with us to support islanders to invest in their health and wellbeing. Together we can bring our content to life, giving local people an opportunity to focus on self care, fuelling their body and mind with talks, wellbeing activities and mindful moments.



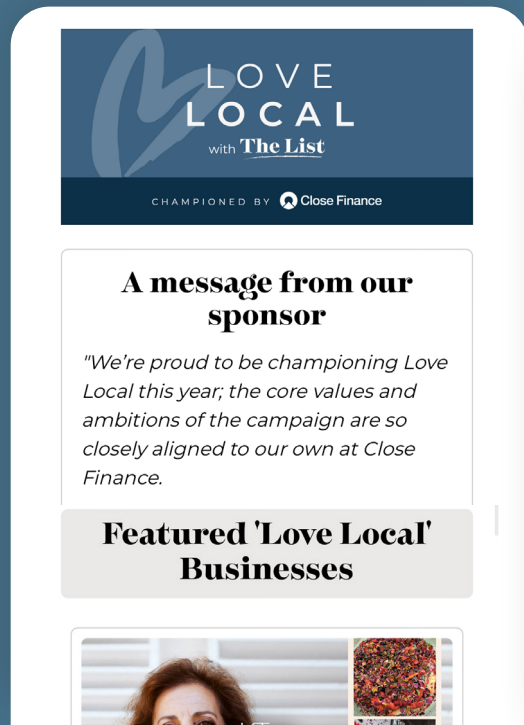


Local Campaigns

Help us to raise awareness locally of health and social wellbeing causes, and the services and organisations available to support islanders. We can create content series to promote your chosen charities.

Sponsorship

We can also create bespoke content series. Examples include:



Are you on **The List?**

Join us in our mission - together we can inspire our local community to embrace local and get the most out of local life.



Get in touch

partners@thelist.gg

TheList.gg/BecomeAPartner

Together we can agree the best package
for your needs. We can't wait to
have you on board!