THE ROYAL LIFE SAVING SOCIETY UK

The Royal Life Saving Society UK (RLSS UK) is the Drowning Prevention Charity. Around 700 people drown in the UK and Ireland every year and RLSS UK aims to prevent drowning through the delivery of water safety education.

RLSS UK is the UK’s leading provider of training and education in lifesaving, lifeguarding, water safety and life support skills.

Our awards and programmes teach lifesaving skills ranging from life support (CPR) to water survival and rescue skills.

The pack outlines the opportunities to advertise across the RLSS UK social media platforms and in the biannual magazine, Lifesavers. It also gives details on how to list your vacancy on the website.
RLSS UK WEBSITE

The Royal Life Saving Society UK official website is the go-to destination for all lifesaving and lifeguarding information, resources and latest news.

USERS

With over 20,000 users accessing the RLSS UK website each month, this is a key platform for all lifesaving and lifeguarding activity in the UK, from elite level athletes to leisure providers and lifeguards.

ADVERTISING

RLSS UK’s website is the first port of call for all lifesaving and lifeguarding disciplines. It provides an obvious access point for leisure industry vacancies, with the added option to include a social media presence on RLSS UK feeds.

To access the website and see for yourself, please visit: rlss.org.uk
ONLINE VACANCY LISTINGS

To advertise a job vacancy on the job listings page, a Word document with the following information is required:

- Job title
- Location
- Company name
- Five bullet point summary of the vacant position
- Roles and responsibilities
- Ideal candidate qualities
- Salary (optional)
- Closing date

Additionally, we require an image or company logo to go with the vacancy, at least 2Mb in size. Please always ensure you have the correct permissions to use your chosen image.

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Page</td>
<td>Full job listing hosted on dedicated jobs web page, only.</td>
<td>£100 per month</td>
</tr>
<tr>
<td>Web Page and Social Media</td>
<td>In addition to your vacancy appearing on our jobs page, for an additional charge, we will run your vacancy twice during the calendar month, across all four of our social media platforms: LinkedIn, Facebook, Instagram and Twitter.</td>
<td>£250 per month</td>
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Once we have received all the information required, we will create your ad and proof it back to you for final approval, before posting it as live.
LIFESAYERS MAGAZINE

Official publication of the Royal Life Saving Society UK. This exclusive, biannual magazine (supplemented by its sister newspaper) is received by more than 10,000 members.

Issued each Spring and Autumn, the Lifesavers glossy magazine edition has in-depth articles and interviews as well as all the news, information, technical articles, awards and many other features on qualifications, lifesaving, sports and clubs, you’ll want to read about.

READERSHIP

RLSS UK members vary from elite level athletes to leisure providers. Including striking photography alongside editorial, interviews and features, the magazine is a must for all lifesaving and lifeguarding enthusiasts.

Covering all lifesaving disciplines, Lifesavers is at the forefront of all lifesaving activity in the UK. Once published, Lifesavers is placed on the RLSS UK website and promoted on the homepage.

ADVERTISING

Lifesavers can offer a variety of advertising services to suit your business or organisation. We have advertising space in numerous sizes, all in full colour and at competitive rates.
**ARTWORK FORMATS**

- Artwork must be submitted prior to the given deadline for each issue
- Completed artwork should be sent as a high-res PDF with fonts embedded
- All colours should be split for CMYK
- Files accepted via email
- PDF format: PDF/X-4: 2008

N.B. We cannot be held responsible for colour variations, picture quality or incorrect fonts where they have not been embedded. These are the responsibility of the sender. Please include colour proof where possible.

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**LIFESAVERS ADVERTISING SIZES AND RATES**

<table>
<thead>
<tr>
<th></th>
<th>One Edition</th>
<th>Both Editions</th>
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<tbody>
<tr>
<td><strong>Full page</strong> (type area)</td>
<td>£1,000</td>
<td>£1,500</td>
</tr>
<tr>
<td>A4 210mm wide x 297mm high</td>
<td></td>
<td></td>
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<tr>
<td>Full bleed: 216mm wide x 303mm high</td>
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<td></td>
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<tr>
<td><strong>Half page</strong></td>
<td>£600</td>
<td>£1,000</td>
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<tr>
<td>A5 136mm wide x 177mm high</td>
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<tr>
<td><strong>Quarter page</strong></td>
<td>£350</td>
<td>£600</td>
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<tr>
<td>A6 86mm wide x 136mm high</td>
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OTHER OPPORTUNITIES

In addition to advertising online and in print with us, we have other business-related opportunities to get involved with RLSS UK:

Why not ask about our events? We have a number of events throughout the year, from formal dinners to award ceremonies and sporting events, with a wide-range sponsorship opportunities.

We are keen to explore mutually beneficial relationships with businesses looking to create and enhance their CSR undertaking. We’d be happy to come in and present some ideas on how you might get involved.

We have meeting rooms available for hire, centrally placed with easy access to the M5 and public transport links.

For more details on any of the information found in this pack, please contact:

Marketing & Communications Department
Royal Life Saving Society UK

Tel: 0300 323 0096 (option 1)

Email: marketing@rlss.org.uk
Find out more about the Royal Life Saving Society UK and the work we do on water safety, drowning prevention and the easy ways for you to get involved:

Royal Life Saving Society UK
Red Hill House
227 London Road
Worcester
WR5 2JG

Tel: **0300 323 0096** (option 1)  Email: **marketing@rlss.org.uk**

Visit: **rlss.org.uk**