

KidAround

2013
Advertising
Information

What is KidAround?

An independently-owned, free, quarterly magazine for families with children aged from birth to twelve.

Where is KidAround distributed?

Each quarter **over 119,000** copies of KidAround go to families with children aged from birth to twelve. There are **two editions** (North Essex and South Essex) which between them cover the **whole county**. Currently North Essex has approx. 53,000 copies and South Essex approx. 66,000 copies each quarter.

Why should I advertise with KidAround?

KidAround was founded in 2000 and is an established and trusted part of the parenting community.

A **bespoke network** of stockists including infant and primary schools, midwives, health visitors, day nurseries, childrens' centres, libraries and selected supermarkets ensures targeted marketing.

Unrivalled reach into the family market in Essex.

Readers anticipate and keep their copies, ensuring your message will be seen repeatedly.

Strong **social media** presence with a **blog** at www.kidaroundmagazine.wordpress.com, large following on **Twitter**, popular **Facebook** wall and regularly updated website **www.kidaround.biz**

To find out how KidAround can help get your message straight to the heart of your target market, please call our friendly sales team on 01206 548700, email sales@kidaround.biz or visit www.kidaround.biz



SPRING

(Mar, Apr & May 2013)

Deadline: 18th Jan 2013
Published: 22nd Feb 2013

Special features:

Great Days Out;
Active Kids; Schools



SUMMER

(Jun, Jul & Aug 2013)

Deadline: 19th Apr 2013
Published: 17th May 2013

Special features:

Great Days Out;
School's Out



AUTUMN

(Sept, Oct & Nov 2013)

Deadline: 19th Jul 2013
Published: 30th Aug 2013

Special features:

Schools; Pantomimes;
Perfect Presents



WINTER

(Dec, Jan & Feb 2013/14)

Deadline: 18th Oct 2013
Published: 22nd Nov 2013

Special features:

Birth & Beyond; Festive
Entertainment; Let's Party!
Winter Wonderland

Special Features With Editorials There are special features in each issue of KidAround which offer free editorial and an image to accompany a paid-for advertisement. The amount of editorial offered is proportionate to the size of advert purchased. The current allowance is:

1/2 page ad = 450 words plus up to three images
1/8 page ad = 110 words plus one image

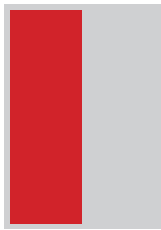
1/4 page ad = 280 words plus one image
1/16 page ad = no editorial entitlement

Regular sections in every issue include: Birth & Beyond; Book Reviews; Childcare Providers; Classified; Diary Dates; Education; Get Active; Let's Party; News & Views; Theatre Listings; Wellbeing

Magazine Advertising (Prices & Sizes)



Full Page
210mm x 297mm
(plus 5mm bleed)
£1200



Half Page (portrait)
94mm x 275mm
£630



Half Page (landscape)
192mm x 136mm
£630



Quarter Page (portrait)
94mm x 136mm
£350



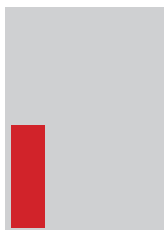
Quarter Page (landscape)
192mm x 66.5mm
£350

Listings £85 (excluding VAT) for the year or free with display advertisement

A 20 word listing in one of the following sections:
Birth & Beyond
Childcare Providers
Classified
Get Active
Let's Party
Tutors
Wellbeing

Display advertisers receive free listings, with the entitlement increasing with the size of advertisement purchased. Entitlement is:

- 1/16 page ad = 2 listings
- 1/8 page ad = 4 listings
- 1/4 page ad = 6 listings
- 1/2 page ad = 8 listings
- Full page ad = by negotiation



Eighth Page (portrait)
45mm x 136mm
£200



Eighth Page (landscape)
94mm x 66.5mm
£200



Sixteenth Page (portrait)
45mm x 66.5mm
£110



Sixteenth Page (landscape) 94mm x 31.75mm
£110

Prices are per issue and exclusive of VAT. Discounts are available for block bookings.



Magazine PLUS Online Advertising Packages

Why not include an advertisement on our popular website www.kidaround.biz as part of your package?

The website includes all the great magazine content plus regularly updated competitions, events listings, news and offers – an excellent way to reach even more families!

ADD a **Home Page Banner** (795px x 120px) to your magazine advert for just £100 for 3 months online advertising!

ADD a **Banner** (795px x 120px) to your magazine advert for just £75 for 3 months online advertising!

ADD a **Home Page Button** (160px x 165px) to your magazine advert for just £60 for 3 months online advertising!

ADD a **Button** (160px x 165px) to your magazine advert for just £45 for 3 months online advertising!

Artwork

KidAround offers a free artwork service to advertisers. This is dependent upon the supply of component parts and a detailed brief and includes a maximum of two sets of amendments. Once the free service has been exceeded, a studio rate of £45 per hour will apply.

Alternatively camera-ready artwork can be supplied as high resolution (no less than 300dpi at actual size) jpeg; PDF or EPS files.

Email to: artwork@kidaround.biz

To find out more about advertising your business with KidAround and sending your message to a large, targeted and interested market, please call the sales team on 01206 548700 or email: sales@kidaround.biz