

Advertising sizes & costs

www.kidsdirect.org

	Full Colour	Mono	Website
Eighth Landscape 60mm x 42.5mm Portrait N/A	£65.02	£54.51	£10 per month for listing, logo and link to your website £15 per month for button £25 per month for banner Please note that discounts DO NOT apply to website prices
Quarter Portrait 60mm x 90mm Landscape N/A	£116.72	£95.69	
Half Landscape 128.5mm x 90mm	£189.14	£145.25	
Full 128.5mm x 188mm	£331.17	£278.63	
Inside Front 128.5mm x 188mm	£340.99	£288.45	

Discounts

Our prices are based on payment by invoice on publication, however discount is available up to a maximum of 21% and may be taken in the following ways:-

1. PRE-PUBLICATION SETTLEMENT DISCOUNT of 7%. This can be claimed by sending payment with your booking to arrive prior to copy date.
2. A SERIES DISCOUNT of 5% is also available if you book two issues i.e. Spring, Summer or 7% to book for the whole year.
3. AREA DISCOUNTS are also available for booking advertisements in more than one area. You will be invoiced at our standard rate less 5% for booking adverts in two areas or 7% for booking advertisements in three or more areas.

If you have difficulty in working out what rate you should be paying, please give Jane or Megan a call and they will be happy to calculate a price for you.

Discounts will be shown on your invoice.

Copy

We will typeset your advert for you, or you can prepare it yourself in one of the following formats:-

Camera Ready - Please supply bromide to the correct dimensions or other camera ready High Quality Artwork

Electronic - In Mac format, either Quark (v6.1), Photoshop, EPS, Max PICT, or JPEG format, CD preferred.

PC Format - Please supply as JPEG or TIFF - Please ensure that you save as a high resolution file of 300dpi.

Editorial - Should be supplied on typed hardcopy, in word or by email.

Please note that all editorial is given at the discretion of the editor.

WE CANNOT ACCEPT ADVERTS IN PUBLISHER OR WORD

Colour adverts should be supplied in CMYK.

Payments

If claiming the pre-publication settlement discount you MUST pay for your space by the relevant copy date. Alternatively, you will be invoiced for your space, with payment due by the publication.

If you book a year's advertising in advance you may opt to pay by STANDING ORDER, spreading your payment over 10 months. The series discount can be applied to this option but not the pre-publication settlement discount.

Standing orders can be initiated at any time throughout the year.

If you are unsure which is the best option for your business, please contact us for advice.

Please note first time advertisers, we are unable to accept your advert without FULL payment by copy date.

Booking Deadlines

SPRING	Copy Date 23rd Feb	Publication 12th March
SUMMER	Copy Date 14th May	Publication 26th June
AUTUMN	Copy Date 15th Oct	Publication 26th Nov

Distribution

Kids Direct a circulation of 12,000 copies in the Chester area and is distributed to infant and junior schools, playgroups, nurseries, parent's groups, libraries and information offices. All schools take a minimum of one copy per family and give them to the children to take home. Apart from the libraries (where copies are available in the children's section), all our distribution outlets hand copies to the recipients so we can guarantee reaching our target market of families with children under the age of 12.

Chester Area

Ashton	Eccleston	Huxley	Tarporley
Bunbury	Farnon	Kelsall	Tarvin
CHESTER	Guilken Sutton	Little Budworth	Tattenhall
Christleton	Handbridge	Manley	Upton
Dodleston	Helsby	Mickle Trafford	Vicars Cross
Duddon	Hoole	Mollington	
Eaton	Huntington	Saltney	

Also publishing in Wrexham, Mold & District, Wirral, East Cheshire, South Cheshire, Warrington, Cambridge, Cheltenham, Crowborough & Uckfield, Bury St. Edmunds, Tonbridge & Tunbridge Wells, Guildford

Send all artwork & editorial to:

To book space call Megan or Jane:

Kids Direct UK,
PO Box 314, Duddon,
Cheshire, CW6 0WJ

t: 01829 781700
f: 01829 781317
e: info@kidsdirect.org

"The premier source of information for families"



KIDS DIRECT

INFORMATION FOR ADVERTISERS 2010

Only Kids Direct offer you:

- ✓ Competitions and readers' offers.
- ✓ Free editorial to all new advertisers.
- ✓ Estimated three to four months shelf life.
- ✓ Three issues a year - Spring, Summer and Autumn.
- ✓ Lively editorial with new information in each issue.
- ✓ Direct access to families with children under the age of 12.
- ✓ Articles and information about services, activities and outings.
- ✓ A circulation of 12,000 copies through primary schools, nurseries, playgroups, parent's groups, libraries and information centres.
- ✓ Reasonable advertising rates at a fraction of the cost of local newspapers

