

KidAround

2012 Rate Card & Forward Features

KidAround is an independently owned, free, quarterly magazine for families with children aged from birth to twelve. Founded in 2000, KidAround is an established and trusted part of the parenting community.

Two editions (North Essex and South Essex) cover the whole county. **Over 119,000** copies are distributed each quarter using a **bespoke network** of stockists including infant and primary schools, midwives, health visitors, day nurseries, childrens' centres, libraries, and selected supermarkets.

KidAround offers **unrivalled reach** into the family market in Essex. It is full of useful, local content with listings, information, activities, events and competitions. **Readers anticipate and keep their copies**, ensuring your message will be seen repeatedly.

KidAround enjoys a strong social media presence with a **blog** at www.kidaroundmagazine.wordpress.com, a large following on **Twitter**, many **Facebook** friends and a regularly updated website www.kidaround.biz

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



Forward Features & Print Schedule



SPRING

(Mar, Apr & May 2012)

Deadline: 20th Jan 2012

Published: 17th Feb 2012

Regulars: Birth & Beyond; Book Reviews; Childcare Providers; Classified; Diary Dates; Education; Get Active; Let's Party; News & Views; Theatre Listings; Wellbeing

Special features:

Great Days Out; Independent Schools



SUMMER

(Jun, Jul & Aug 2012)

Deadline: 20th Apr 2012

Published: 17th May 2012

Regulars: Birth & Beyond; Book Reviews; Childcare Providers; Classified; Diary Dates; Education; Get Active; Let's Party; News & Views; Theatre Listings; Wellbeing

Special features:

Great Days Out; Schools Out



AUTUMN

(Sept, Oct & Nov 2012)

Deadline: 20th Jul 2012

Published: 31st Aug 2012

Regulars: Birth & Beyond; Book Reviews; Childcare Providers; Classified; Diary Dates; Education; Get Active; Let's Party; News & Views; Theatre Listings; Wellbeing

Special features:

Schools; Pantomimes; Perfect Presents



WINTER

(Dec, Jan & Feb 2012/13)

Deadline: 19th Oct 2012

Published: 22nd Nov 2012

Regulars: Book Reviews; Childcare Providers; Classified; Diary Dates; Education; Get Active; News & Views; Theatre Listings; Wellbeing

Special features:

Birth & Beyond; Festive Entertainment; Gift Ideas; Let's Party! feature

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KidAround

2012 Rate Card & Forward Features

Magazine Advertising (Prices & Sizes)



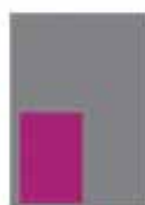
Full Page
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Sixteenth Page
(portrait)
44mm x 66mm
£105



Sixteenth Page
(landscape)
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£105

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

To find out more about advertising your
business with KidAround, please call the
sales team on 01206 548700 or email:
sales@kidaround.biz

Listings £75 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 = listings by negotiation

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

1/4 page ad = 280 words plus one image

1/8 page ad = 110 words plus one image

1/16 page ad = no editorial entitlement

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