



Media Pack 2011

To advertise contact Ally or Emma on 07971 577572/07534 997875

sales@getsetkids.co.uk

www.getsetkids.co.uk





INTRODUCTION

Get Set Kids is a free A5 independent community magazine for families with children, from birth to 11 years, in County Durham published four times a year, shortly before the main school holidays. Get Set Kids aims to offer families an interesting and relevant read that is worth hanging onto to be referred to again and again. Get Set Kids magazine is full of family life and includes:

- Editorial Features
- Advertising
- Sports/Activities/Experiences
- Clubs/Classes
- Food/Eating/Recipes
- Local Information/Campaigns
- Events Calendar
- Competitions
- Readers Offers and more

WEBSITE

After the magazine is published it is also available in virtual form on our web site where it can be read or downloaded which further increases our readership (estimated at 35,000) and the value you get from your advertising. We advertise our web site in our magazine with on-line competitions for our readers. We can provide a link to your web site and a listing in our business directory and there is also the opportunity to advertise on the web site itself.

COPY DEADLINES

Spring: 4 March 2011
Summer: 7 June 2011
Autumn: 23 September 2011
Winter: 11 November 2011

ARTWORK AND DESIGN SPECIFICATIONS

- We accept finished artwork in the following formats: pdf or jpeg
- We are not able to use MS Publisher files
- MS Word documents can be used as a guide only
- Adverts created by us will, if requested, be sent to you for proofing prior to printing. There will be a one off charge of £25 for artwork created by us for use solely in our magazine.
- All final adverts must be the appropriate dimensions for advert size required.
- All artwork should be emailed directly to design@kandmprint.co.uk

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WHAT OUR ADVERTISERS SAY

I think your magazine is fantastic and Cash for Kids is very grateful for the support you give us throughout the year in spreading the word about the work and achievements the charity delivers. Thank you for your support, together we can make such a difference to the neediest local children.

Katy Louise Winterschluden, Charity Executive - Cash for Kids

"Working with Allison and Emma from Get Set Kids has been a great partnership. We are able to share and disseminate information through the Get Set kids magazine. It is so nice to work with Alison and Emma, they are two hard working mothers who want to share as much information with the community regarding what is available to children and their families. Keep up the good work".

Michelle Postma, Extended Services Co-ordinator

'Thanks to Get Set Kids for helping us have our best season ever. Our special events such as Pirates and Princesses and Bring a Teddy Day have gone from strength to strength, with lots of families telling us that they heard about us in Get Set Kids.'

Maggie Bell, Crook Hall and Gardens, Durham

'Get Set Kids has proved very useful in helping to promote Raby Castle events to the key family market.'

Katie Blundell, Marketing and Events Manager, Raby Estates

This is a good magazine, with interesting editorial and pertinent advertising. It's a great way of reaching family audiences.

Jacki Winstanley, Marketing & PR Officer, Beamish Museum

It's been great to work with Allison and Emma from Get Set Kids, they are two mums who really appreciate the market they are targeting and are always looking for different ways to promote local businesses and provide value for money advertising. I've found that the feature they did written from a mum's perspective visiting with her kids has worked really well and would certainly recommend advertising in Get Set Kids to other local businesses.

Carolyn Maxey, Adventure Point, Darlington

I've had a quick look through your first edition, and I have to say I'm impressed! I think you've done a fantastic job and you've set yourself a really high standard to maintain for future issues. The quality of images used and variety of articles featured is first rate. The quality of the design, paper stock used, and printing is first-rate, the range and variety of advertisers included in the first publication was exceptional for a first print run. Many established publications would struggle to secure advertising from such a wide range of clients. The depth and variety of articles included clearly demonstrate that the publishers understand the market segment they are looking to serve.

Paul Gray, Marketing Manager, Durham County Council

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RATES AND SIZES

The following is a guide to our new business rates. However, we often have special deals so whatever your budget give us a call to see how we can help. Likewise, if you're a charity or voluntary organisation we can help with vastly reduced rates. We also choose a charity for each issue to offer free space to so get in touch and let us know what you do – it could be you in the next issue.

Full Page	148 mm x 210 mm	£339
Half Page	128 mm x 93 mm	£189
Quarter Page	61 mm x 94 mm	£89
Double Page	2 x 148 mm x 210 mm	£569
Inside Front	148 mm x 210 mm	£429
Inside Back	148 mm x 210 mm	£429
Back Cover	148 mm x 210 mm	£449
Special Offers ** BOOK 4 GET A 5TH WEB AD FOR FREE**		
Great Deals When You Book For Multiple Issues		
Other sizes available on request. Prices include directory listing on our website for length of advert. Business directory listing for 12 months also available. Please contact us for details. Deposit taken on booking and remainder due 30 days from invoice		

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CIRCULATION AND DISTRIBUTION

Get Set Kids magazine is published four times a year to coincide with the school terms/change of seasons. 10,000 hard copies are distributed via over 60 primary schools in Co Durham in the following areas and we hope to increase our distribution in 2011.

Newton Aycliffe
Aycliffe Village
Heighington
Kirk Merrington
Trimdon
Staindrop
Cotherstone
Bowes
Chilton
Toft Hill
Escomb
Bishop Middleham
Middleton
Evenwood
Ramshaw
Willington

Shildon
Cockfield
West Cornforth
Sedgefield
Fishburn
Butterknowle
Barnard Castle
Bishop Auckland
Ferryhill
Woodland
Hamsterley
High Coniscliffe
Gainford
Byers Green
Spennymoor

It is also downloadable from our website increasing our readership to an estimated readership 35,000.

We also distribute via Leisure Centres, Libraries, Sure Start Centres, Health Centres, Sports Clubs, Nurseries. Many of our advertisers distribute via shops, businesses and family-friendly outlets which further increases the true readership of each issue

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