



MumsDiary

The number one local magazine for mums

MEDIA PACK

www.mums-diary.com

T: 07909 903120

Key points

- Mum's Diary is free and widely distributed across North Somerset and Sedgemoor
- It is bi-monthly and reaches mums across Weston, Worle, Clevedon, Nailsea, Portishead, Burnham-on-Sea, Highbridge, Cheddar and the villages between
- Magazine advertising prices start from just £18 and website from just £9
- It is the only magazine with a comprehensive events listings section which is free for all toddler and baby groups and free and fully searchable online.
- 5,500 copies go directly into the hands of mums via the maternity ward, health visitors, nurseries, children's centres, toddler and baby groups and children's shops.
- Mum's Diary is published as an e-edition on the website and publishes a weekly e-newsletter and daily updates on Facebook and Twitter

www.mums-diary.com

T: 07909 903120



About us

Mum's Diary is a free community magazine reaching an untapped niche market in North Somerset and Sedgemoor.

It is produced by a team led by Clare Kingsbury-Bell, a Weston-super-Mare-based mum and journalist. Having worked as a journalist for 10 years and in the media industry for 12, Clare has sound professional knowledge of all aspects of writing and publishing.

Mum's Diary has been successfully running since July 2010 and supports a variety of community projects, co-hosts an annual baby show and has helped launch a Breastfeeding Welcome scheme with NHS North Somerset.

Advertisers repeatedly say they get a **strong response** from using the magazine and welcome the added incentives such as **free space in the diary, free diary listings online, low cost artworking and editorial inclusion.**

The magazine is **editorially-led** with high quality parent-related news and features and has a comprehensive listings section of what's on for mums and their babies or toddlers locally.

Mum's Diary is the **only magazine of its kind** locally. It is a glossy publication with a fresh and friendly look. It is distributed through the maternity ward, health visitors, children's centres, baby and toddler groups, play centres, nurseries, preschools and child-related shops.

The online presence is strong with a website offering a fully searchable database of classes and events. People can upload their event information for free and reach thousands of parents. The website listings offer a wider age range and audience than the magazine, which is aimed specifically at parents of under 5s. The website also provides additional news and information as well as reader offers, e-editions and subscription forms for the magazine and the weekly e-newsletter.

www.mums-diary.com

T: 07909 903120

Rates

MAGAZINE RATES

Position	Single issue	Three issues (per insertion)	Dimensions Height x width
Back page	£300	£270	251 x 176mm (inc bleed)
Inside cover	£250	£225	251 x 176mm (inc bleed)
Welcome page	£100	£90	35 x 148mm
Full page	£200	£180	148 x 225mm
Half page - landscape	£120	£108	110 x 148mm
Half page - portrait	£120	£108	225 x 71.5mm
Quarter page	£80	£72	110 x 71.5mm
Eighth page	£40	£36	52.5 x 71.5mm
Directory entry	£20	£18	33.3 x 46mm
Inserts: leaflets provided	£50/1000		
Printing 5,000 A5 flyers	£200		
Print 5,000 plus insertion	£350		

WEBSITE RATES

Position	30 day booking	90 day booking	Dimensions
Masthead banner	£9 CPM		430 px wide x 85 px
Base banner	£6 CPM		580 px wide x 85 px
Right column banner	£30 per month	£27 per month	300 px wide x 85 px
Main column banner	£8 CPM		580 px wide x 85 px
Featured event	£9	£8.33 per month	
Dedicated page	£190 one off fee		
E-newsletter banner top	£20	18 per month	380 px wide x 100 px
E-newsletter banner bottom	£15	£13.50 per month	380 px wide x 100 px

ARTWORK

Mum's Diary is happy to create your artwork for you if you don't have any. There is a £20 fee for one issue/30 day bookings, £15 for three issue/90 day bookings and free for 12 month bookings.

The technical info

File format - artwork should be saved in PDF, EPS, TIFF or JPEG format. We do not accept Word, Powerpoint, Excel or MS Publisher files.

Bleed - A 3mm bleed on all sides is required for full page adverts. If supplying a pdf do not include any printers marks like crop marks.

Resolution - Artwork for magazine adverts should be 300dpi minimum and for website 72 dpi

Colour - Artwork for magazine should be in CMYK process colour format.

Fonts - All fonts should be embedded or converted outlines.

We cannot accept responsibility for print errors where artwork has been supplied incorrectly.

Magazine advert sizes

page is 168mm x 245mm

Flock to @ Bristol for... **A BAA-RILLIANT FARMYARD SPORTS DAY!**

© Aardman Animations Ltd 2011 • Additional admission charge applies for Championsheeps LIVE! • Presented by SGA Productions with @ Bristol, in association with Aardman • @ Bristol phelines open Mon-Fri, 9am-5pm, excl. bank holidays • @ Bristol is a registered charity (no. 1049954)

30 July - 31 August 2011

sga 0845 345 1235 • at-bristol.org.uk

Bristol

Jacks

OPEN AT 9AM

FOOD SERVED ALL DAY

Cafe Jacks Bar Cafe Bar Jacks

THE SOFT PLAY AREA IS FREE TO USE AND CAN BE HIRED AS A PACKAGE WITH HOT FOOD FOR CHILDRENS PARTIES

1 THE ESPLANADE, BURNHAM ON SEA TA8 1BB

Tel: 01278 238646

Email: jackscafebar2011@hotmail.co.uk

Recurrent infections?
Eczema?
Tummy aches or constipation?
Sleep problems?
Colic?
Teething problems?
Boost your child's immunity naturally with homeopathy.

Bev Nickolls MA DSH RSHom
Registered Homeopath
Specialist Low Cost Clinics
Weston-super-Mare area
01934 644925
www.westonwellbeing.co.uk

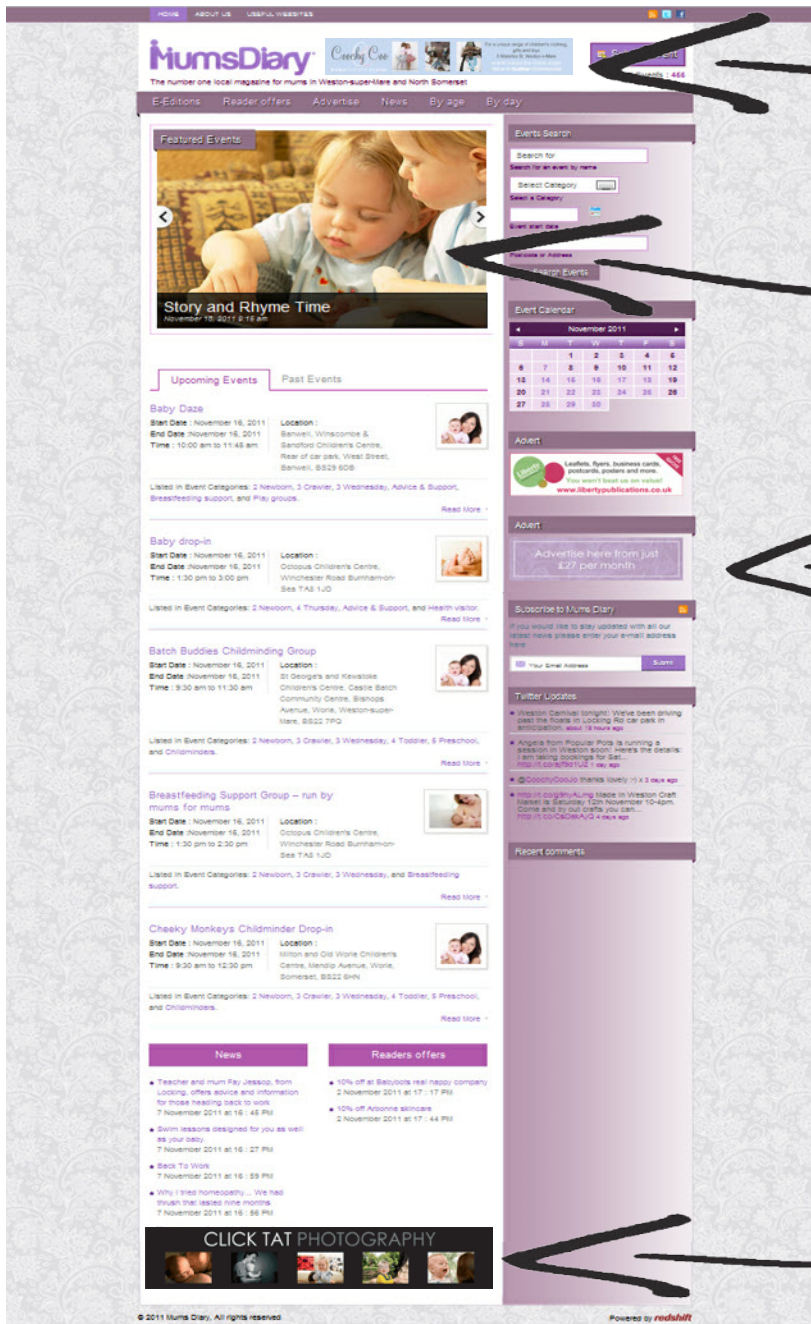
Print? Design? PR?
no worries!

Low cost service for small firms

mike@libertypublications.co.uk
or call 07765 902348

- 1/2 page - 148mm x 110mm landscape or 71.5mm x 225mm portrait
- 1/4 page - 71.5mm x 110mm
- 1/8 page - 71.5mm x 52.5mm
- Directory - 46mm x 33.3mm

Website advert sizes



Masthead Banner
(430px wide x 85px)

Featured Events
Get your event noticed by having it featured.

Right Column Banner
(300px wide x 85px)

Base Banner
(580px wide x 85px)

Simple, straight-forward adverts that identify your company and encourage the visitor to click through to your own website.

Artwork can be supplied or created in-house.

Not got your own website? Have a dedicated page on ours giving visitors all the information they need.

Take out magazine and website advertising and save money. See rate card.

Ts & Cs

Artwork - Advert artwork must be supplied as per the technical information in the media pack. Mum's Diary cannot accept any responsibility for printing errors where artwork was incorrectly supplied.

Right to change or omit - The Publisher reserves the right within reason to omit, change or suspend the position or insertion of any advertisement accepted for insertion.

Right to amend - The Publisher reserves the right within reason to require amendments to any part of an advertisement accepted for insertion.

Payment terms - Payment is required prior to insertion and is due on receipt of invoice unless otherwise agreed. If the Advertiser fails to make payment in full after 30 days then the Publisher reserves the right to charge monthly interest on the unpaid amount at 7% per annum above the HSBC Plc. base lending rate. Continued unpaid invoices will be subject to court action.

Cancellations - Cancellations are required a minimum of 1 week before the advertising deadline, after which current ratecard rates will apply.

Guaranteed position - The position of full page advertisements can be guaranteed. Unless agreed in writing no other positions can be guaranteed.

The Code - The Advertiser warrants to the Publisher that all advertisements comply with the British Code of Advertising Practice.

No offence or civil wrong - The Advertiser warrants to the Publisher that, in relation to every jurisdiction in which is distributed, publication of the advertisement may be carried out without committing any offence or civil or statutory wrong, including a breach of moral or civil rights.

Advertiser indemnifies - The Advertiser indemnifies and agrees to keep the Publisher fully and effectively indemnified from and against any and all losses, costs, action, proceedings, claims, damages, expenses, including reasonable legal costs (and expenses) or liabilities whatsoever suffered or incurred directly or indirectly by the Publisher by reason of this agreement.

Exclusions - Except for death and personal injury, the Publisher shall not be liable for any loss or damages whatsoever either in contract or tort or otherwise including without limitation, damages for loss of business profits, business interruption, damage to goodwill or reputation, loss of sales, loss of clients, or any other pecuniary loss, arising out of the printing, misprinting, placing or misplacing of the Advertisement even where the Publisher has been advised of the possibility of such loss or damage.

Artwork - The Publisher shall not be liable for the loss or damage of material supplied for the purposes of advertising. Artwork, film and digital images will be stored at the Advertiser's risk for three months and then destroyed unless otherwise instructed by the Advertiser.

Publisher's right to vary - The Publisher reserves the right to vary advertising prices without notice.

www.mums-diary.com

T: 07909 903120