

Advertise your business with the NCT



About the NCT

The NCT (National Childbirth Trust) is the UK's leading charity for pregnancy, birth and early years parenting. Peterborough branch is run entirely by volunteers and offers support, friendship and information to local parents.

NCT Peterborough Newsletter

Published quarterly, 300 newsletters are distributed to members, local health professionals and public places such as Peterborough City Hospital. We also send around 100 electronic copies to enquirers.

The Market

NCT members have a very strong interest in pregnancy and childcare. Being seen to support our charity will give your brand a positive association among the local NCT community. Generally members are:

- 95.7% of NCT Members are female (pregnant and mothers with under 5s)
- Circa 39% of members are on mail preference service
- Average income £40,000. Age 22 - 45
- 71% class themselves as professionals

Newsletter adverts per issue 2011

Quarter page	£15 inc VAT
Half page	£20 inc VAT
Full page	£35 inc VAT
Inside cover colour	£60 inc VAT
Back cover colour	£80 inc VAT
Fliers/leaflets	£35 inc VAT

Special offers available for annual bookings

Other opportunities

NCT Nearly New Sale Your advertising leaflets can be distributed to parents attending our twice annual sales, reaching parents who are about to have a baby or have young children. £30 for 200 leaflets in our goody bags.

Website Advertise your business on our website which is accessed by expectant/new parents who may not yet be NCT members. £40 per year.

Sponsorship of events/publications can be negotiated.
www.nct.org.uk/branches/peterborough

Interested? Contact us on peterboroughadvertising@nct.org.uk or 0844 2436240 (option 3)