

Why should you advertise in Family Matters?

Huntingdon and District NCT produces Family Matters four times a year, it is a cost effective way of promoting products and services to a targeted audience with a strong interest in pregnancy, birth, childcare and family life. Most of our readers will have children under the age of seven.

We produce our Newsletter in an A5, 48 page grey-scale format with a colour cover. There are prime, colour, advertising spots inside the front and back covers. The centre pages are printed on coloured paper and contain the branch calendar and contacts, with the intention they are pulled and for easy reference.

It is circulated to the entire branch membership of around 120 households, and also via local GP's, Children's Centres, libraries and maternity services at Hinchingsbrooke Hospital. We cover a large area including the towns of St Ives, Sawtry, Chatteris, Huntingdon, Godmanchester and all the outlying villages.

The branch is run entirely by volunteers and the production of the magazine is funded by advertising revenue.

Advertising Options

There are a number of cost effective options available. (inc. VAT at 20%),

The advert should be provided in .jpg, .gif, or .pdf format at double size. Please do not

Size of Advert	4 issues (1 year)	1 issue
Full page b/w	£92.40	£30.60
Half page b/w	£68.16	£22.68
Full page inside back cover, colour	£110.88	£36.96
Full page inside front cover, colour	£120.48	£40.20

Nearly New Sale Advertising

We hold 4 sales per year with average footfall of 300 the majority of whom are not NCT members.

For 250 A5 leaflets at 1 sale:

- Free for 1 sale for magazine advertisers who take whole year advertising,
- £30 for each additional sale or with single issue advertising.

For more information contact:

Advertising Coordinator on huntsnctnewsletter@gmail.com

or

Branch Treasurer on ncthunts.mail@gmail.com