

EDINBURGH Nursery & School Guide



Facts

Demographics: ABC1 Parents of children 0-15 years

Ages: 25-60 years

Income: High

Full colour, 100 page, magazine print run of: 10,000

Full colour, free, supplement print run of: 5,000

Website average weekly traffic: 1,400

Monthly newsletter subscribers: 3,000

Magazine distribution: Distributed throughout Edinburgh and the Lothians by Menzies to targeted and key retail outlets including Waitrose, Tesco, Sainsbury's, WH Smith, Waterstone's and Blackwell's Bookshop

5 reasons to advertise with us

The *Edinburgh Nursery & School Guide* delivers an affluent and educated readership. It is the only publication to deliver comprehensive facts and figures on local childcare and education providers. The *Edinburgh Nursery & School Guide* provides clarity and insight for parents at crucial life stages from baby childcare to senior school choices. The *Edinburgh Nursery & School Guide* is recognised and trusted for its unbiased and in-depth content.

The *Edinburgh Nursery & School Guide* is the only publication to offer you a 12 month multi-media advertising platform as an **all-inclusive package**:

- 1 Advertising in the prestigious *Edinburgh Nursery & School Guide* annual **magazine**.
- 2 Advertising in the *Parent & Child Guide* **supplement** distributed free to cafes, libraries, other targeted outlets in and around Edinburgh.
- 3 We will give your business a mention within the relevant **editorial** section in both magazines.
- 4 Continuous presence on the *Nursery & School Guide* **website** directory.
- 5 We will post your news and offers to 3000 subscribers of the *Nursery & School Guide* monthly **e-newsletter**.

Directory package rate card:

Advert size	Editorial	Parent & Child supplement	Website	Monthly newsletter	Cost
Eighth page	80 words	✓	Link	✓	£125
Quarter page	120 words	✓	Full page	✓	£245
Half page	220 words	✓	Full page	✓	£375
Full page	450 words	✓	Full page	✓	£650

✓ = included

Artwork formats

Print quality PDF, JPEG or TIFF files. Colour should be CMYK. Correct size for advert images is 300dpi at actual size.

Design & artwork

Need someone to design your advert? Our creative agency can provide you with a competitive quote. Email Ian Traynor at hello@sixcreative.co for details.

Description	Width	Height
Full page (trimmed*)	210mm	297mm
Half page horizontal	170 mm	115mm
Half page vertical	83mm	236mm
Quarter page	83mm	115mm
Eighth page	83mm	55mm

*Please add an extra 3mm on all sides for bleed when supplying full page adverts.

2012-13 publication dates

Issue	Copy deadline	Distribution date
2013	w/c 30 May	w/c 2 Jul

In order to proof copy we may request copy earlier than the date listed above.

Contact

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