

# Family Time

Making the most of time together.

MEDIA PACK 2012



## INTRODUCTION

Today more than ever we understand you need your advertising to work harder to deliver a real return on investment. That means getting your message into the hands of the right people. The people who want to buy or invest time or money in your products and services.

Family Time is a free national magazine for active families with kids aged 1 - 14 years. It was launched following research conducted by National Family Week with 5,000 UK families revealing that the average family spends just 49 minutes a day together with the three biggest barriers to families spending more time together being: money, time and finding fun things to do.

The annual Family Time magazine provides families with inspirational ideas for spending time together without straining the family finances. The website [familytime.co.uk](http://familytime.co.uk) and monthly e-mail newsletter provide families with inspiration for entertaining the kids and spending time together as a family, both in and out of the home, all year round.

In short, the Family Time platform provides brands wanting to reach the UK family market, with a highly targeted, highly credible and creative platform, that gives UK families what they need and want: inspiration and value.



***“According to Family Time research, the three biggest barriers to spending quality time together are time, money and finding fun things to do. Family Time - making the most of every day.”***



*“It’s full of practical ideas, and it will be great to see organisations from all sections of society join together to celebrate family life. There is nothing more important to families than the strength of their relationships, and the focus in National Family Week on allowing families to spend quality time together reflects that fact. The Week is a great idea, and I look forward to its success.”*

**David Cameron, Prime Minister**

## EDITORIAL

Family Time offers a fresh, professional and impartial look at modern family life with intelligent and thought-provoking features from eating to fitness, family days out to celebrations, finance to holidays and money saving offers

Family Time magazine delivers a highly respected and targeted environment to profile your brand. Delivering a distinctive audience of confident and passionate mums and dads, that are receptive to new ideas and seeking inspiration in the lead up to those key school holidays.

## Circulation

- 250,000 in print
- An estimated 750,000 readership



## A few reader statistics

- Mums aged between 25 – 44
- Parents of children aged typically 1 to 14
- 90% female, 10% male
- BC1C2 households
- 80% of household purchasing decisions made by Mums

## Issue

- Summer (June – October)



*"I am delighted to support National Family Week which celebrates family life and serves as a timely reminder that families are the cornerstone of society and should be a top priority for all of us. For more than twenty years I have heard the children who ring ChildLine tell us that family life is crucial to their happiness, and their greatest sorrow is when those relationships which mean so much to them are broken or disrupted."*

**Esther Rantzen, CBE, Broadcaster, Campaigner and Chair of The Family Commission**

## CIRCULATION BREAKDOWN

The Family Time magazine will be distributed in the follow way:

- **100,000 magazines** will be in goodie bags gifted to families attending large-scale National Family Week events including one Headline and ten Flagship events.
- **150,000 magazines** will be distributed through our commercial partners and not-for-profit partners including charities, early years groups, local authorities and faith groups.

In addition the issue is made available on the Family Time website.



## FAMILYTIME.CO.UK - DISPLAY

Familytime.co.uk is the only online destination dedicated to providing parents with a central source for both days in and days out, together with information on local events and attractions. Helping them to spend more time together as a family for those days spent at home as well as somewhere to take the kids for a great family day out.

Familytime.co.uk lists hundreds of ideas for families to do together, from arts and crafts projects, colouring pages and science projects as well as listing 1,000s of the UK's top attractions plus competitions and money saving vouchers.

Familytime.co.uk continues to evolve to serve the ever-changing need of its readers.

Leaderboard	728 x 90px
Skyscraper	120 x 600px
MPU	300 x 250px
Advertorial	300 x 85px

**Skyscraper**

**Leaderboard**

**MPU**

**Advertorial**

(20 words + image)



## FAMILY TIME E-NEWSLETTER

The weekly e-newsletter from Family Time is designed to offer more than 24,000 registered readers a preview of the latest events, offers and competitions. The newsletters are created by our own editorial team and complement the content on the website, driving the individual to specific, targeted pages.

Open rate average 20%

**Skyscraper** →

**Advertorial**  
(50 words + image) →

**MPU** →



## NATIONAL FAMILY WEEK

National Family Week is the largest annual celebration of families and family life in the UK. The week is unique in that it provides an ideal opportunity for brands and not for profit organisations to engage with families, showcasing the work they all do to enhance family life. Our ambition is to encourage families to spend more time together and we work with our partners to provide opportunities, events, ideas and money saving offers to achieve this.

National Family Week 2011 saw over 6,000 events take place all over the country, and the campaign's research raised mass awareness of issues impacting family life in the media. Over a million people participated in the campaign, making this year the biggest National Family Week to-date.

National Family Week is continuing to grow year on year and 2012 promises to be the biggest celebration of family life yet.



## Supporting Organisations

Over 200 not-for-profit organisations support National Family Week including:



Full list of all supporters can be found on [www.nationalfamilyweek.co.uk](http://www.nationalfamilyweek.co.uk)

## Commercial Partners



## PRINT AND DIGITAL ISSUE RATE CARD 2012

### MAGAZINE

Right Hand Page Front Half	£7,500
Full Page run of Issue	£6,200
Half Page Vertical	£3,950
Half Page Horizontal	£3,600
Inside Front Double Page Spread	£19,350
Double Page Spread	£12,750
Outside Back Cover	£18,600
DPS Advertorial*	£13,250
Full Page Advertorial*	£8,100

\*Advertorial rates are inclusive of Family Week editorial and design team. Rates for special editorial/advertorial supplement, gatefolds and cover wrap on request

### ONLINE DISPLAY

Skyscraper	£975
Leaderboard	£1,250
MPU	£1,050
Advertorial	£720

### E-NEWSLETTER

Skyscraper	£875
MPU	£780
Advertorial	£560

All rates are per month. Online display rates quoted on rotation basis 1 of 5. Bespoke creative solutions on request. Agency commission 10% to accredited agencies. All prices are exclusive of VAT.

## FOR MORE INFORMATION ABOUT FAMILY TIME, PLEASE CONTACT:

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