

Play and Party

www.playandpartymag.com

THE publication for the family entertainment sector

With an increased circulation of **8,550**, **Play and Party** is bigger and better than ever before!

Due to ongoing investment, the increase of 12% within our circulation means that **Play and Party's** current readership now reaches 21,375 decision makers, making it an essential part of your media and PR plans.

Play and Party is a quarterly publication, which is distributed to owners, operators and senior managers who work within this diverse family entertainment sector. Settings include:

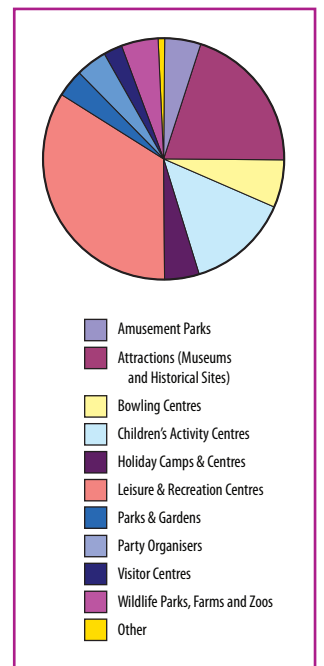
- Children's Activity Centres
- Museums and Historical Sites
- Holiday Camps & Centres
- Amusement Parks
- Parks & Gardens
- Wildlife Parks, Farms and Zoos
- Leisure & Recreation Centres
- Visitor Centres
- Party Organisers
- Bowling Centres

Now also including **Play Designers, Landscape Architects and Local Authorities.**

Advertising starts from a very competitive £345.00 + vat – the 12% increase in circulation is not reflected in advertisement rates increase - providing you with consistent value for money. Your products and services are placed in front of your customers, in a highly targeted environment. **Can you afford not to be in Play and Party?**

Play and Party provides readers with exceptionally informative editorial and contains an excellent blend of articles and features including:

- Industry news and product launches
- Interviews
- Business and Legal Advice
- Child Safety and Security
- Food and Drink
- Indoor Play
- Outdoor Play
- Associations views
- Insurance
- Marketing
- Legal implications



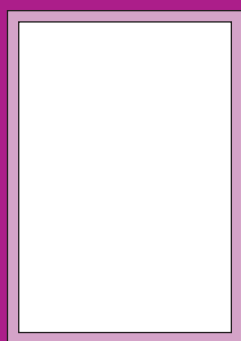
Value for money! – advertising starts from under 2 pence per reader

Play and Party is an A4 magazine printed on quality gloss paper making your advertisement look fantastically attractive to the people you want to reach.



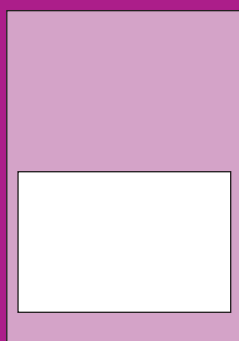
To Advertise contact Lisa Rabone on 020 8603 0791

Advertising Rates



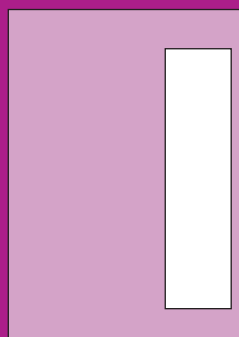
Full Page

Type: 190mm x 277mm
Trim: 210mm x 297mm
Bleed 216mm x 303mm



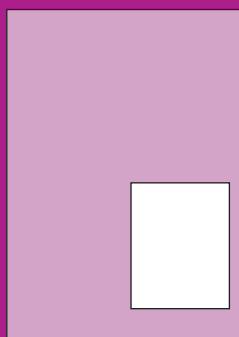
Half Page

190mm x 126mm



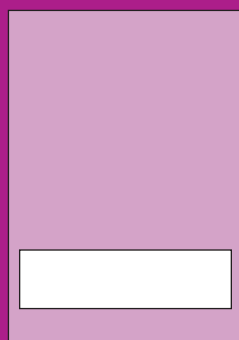
Third Page

60mm x 233mm



Quarter Page Standard

91.5mm x 113.5mm



Quarter Page Horizontal

190mm x 53.5mm



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Full coloured advertising rates

	Rate
Double Page Spread	£1,845
Inside front/back cover	£1,450
Back cover	£1,450
Full page	£995
Half page	£595
Third page	£445
Quarter page	£345
Inserts	Rates available on request
Guaranteed Position	+ 10%

Advertorial + 15%

Advertorials will be subject to editorial approval and will be clearly marked as an advertorial.

Sponsorship

Front Cover You supply the front cover picture and your logo will also be on the front cover and Full Page advertorial - all subject to approval

£2,895

Section Full page advert before or following the section and your logo and a strap line message on each page in that section

£2,030

Series booking discounts:

2 issues – 5% 3 issues – 7.5% 4 issues – 10%
5 issues – 12.5% 6 issues – 15%

All advertising is subject to VAT.

Rates are based on advertisers providing final finished artwork. Play and Party can also offer a competitively priced advertisement design and productions services.

Artwork format

Play and Party uses a digital workflow system and can only accept digital files. Preferred file format is Adobe Acrobat PDF (Press ready 300dpi). We also accept QuarkXPress v7, Adobe Illustrator CS2 (all fonts outlined), TIFF & JPG files of at least 300dpi resolution. Artwork can be supplied by email to: advertising@playandpartymag.com or on CD if over 10MB.

Contacts

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