

# The Parents Guide UK

**EDUCATION • HEALTH • LEISURE • LIFESTYLE**



The Parents Guide UK is an 80 page, A4 perfect bound glossy publication that is distributed on a quarterly basis (March, June, September, December) free of charge throughout South Essex in the following ways;

- Available from specially designated display points within all major supermarkets (Asda, Tesco, Sainsbury's, Somerfield, Safeway, Morrison's).
- Distributed to year 5 and 6 pupils at schools throughout South Essex to take home to their parents (this is supervised by the schools).
- Available from SureStart Nurseries, Gyms and Health Centres, NHS Trust Sites, Libraries, Dentists and Doctors.
- Available online as a regularly updated, fully interactive website at [www.theparentsguideuk.com](http://www.theparentsguideuk.com)

The Parents Guide UK is an essential publication for all parents and covers the whole spectrum of subjects of direct relevance to parents, ranging from the in-depth 'Essential Guide to Schools' section that offers informative spotlights along with full statistical details of all major schools within the South Essex area, along with open evening dates, exam results, provisions for special needs, right through to

detailed articles on extra learning options, fostering and adoption, health, lifestyle and much more.

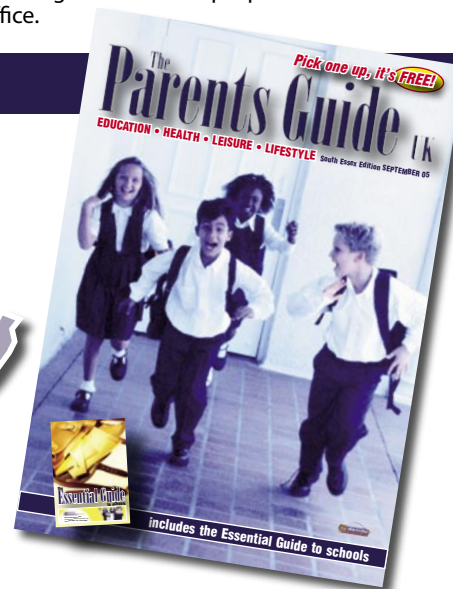
As well as covering all aspects of parenthood and education, The Parents Guide UK also provides up to date listing for all the essential organisations in South Essex, offering for the first time, an unrivalled reference source for parents in the South Essex area.

The Parents Guide UK website [www.theparentsguideuk.com](http://www.theparentsguideuk.com) is much more than an accompaniment to the printed publication and acts more as an extension to the title. The site will be updated on a regular basis by it's dedicated team offering the most up to date information along with additional articles, regular competitions and promotions, reader offers and much more.

All advertisers within The Parents Guide UK will have their advert appear on the website along with a hyperlink direct to their own websites (where applicable).

All advertisers within The Parents Guide UK will also have the option, throughout the period of their advert appearing within the publication, to update their information, highlight upcoming events, important diary dates etc completely free of charge with one simple phone call or email to The Parents Guide UK office.

## DISTRIBUTION



**40,000 COPIES PER QUARTER  
BESPOKE DISTRIBUTION THROUGHOUT ESSEX**

With The Parents Guide UK being a publication aimed specifically at parents it makes sense that it is distributed in parent 'hot spots' to ensure that it is picked up by people it will have direct relevance to. This is why Focus Publications distributes not only via all the major supermarkets, but also directly into primary schools throughout South Essex as well

as SureStart Nurseries, local place of interest, activity centres, Libraries, Gyms, Health Centres, NHS Trust Sites, Dentists and Doctors. We have researched the South Essex area to ensure that we offer our advertisers the most effective targeting possible.

## ADVERTISING OPPORTUNITIES WITHIN THE PARENTS GUIDE UK

With The Parents Guide UK being a Quarterly publication designed to be a 'read and keep' reference guide, this will ensure all advertisers within the publication will receive the maximum exposure to both readers and visitors to [www.theparentsguideuk.com](http://www.theparentsguideuk.com) as both will be referred to time and time again by parents planning all aspects of their children's future schooling, extra curricular activities etc.

The Parents Guide UK is a unique, unrivalled publication and an excellent advertising opportunity for any business, organisation or educational establishment wanting to directly target parents.

The Parents Guide UK is also the only publication of its kind that focuses on one target area ensuring that all advertisers are relevant and local to the readership of the publication.

Focus Publications offers a free of charge artwork service which gives all advertisers the opportunity to have a new or improved advert designed completely free of charge. This includes unlimited proofs to guarantee all advertisers are 100% happy with their advert before it appears in the publication. All advertisers are also welcome to use their Focus Publications generated artwork in any additional campaign they may be running or planning on running in other publications with no copyright charge.

## ADVERTISING RATES

PSCC £14.50

### DISCOUNTED SET SIZES

Full Page	£1,000
Half page	£600
Quarter Page	£300
Eighth Page	£150

### SOLUS POSITIONS

Back Page	£2,000
Inside Front	£1,500
Inside Back	£1,500
Contents Page (Half Page)	£800

*All prices shown are excluding VAT.*

Series booking discounts, sponsorship, bespoke size and position details are all available on request

All adverts will be launched free of charge onto the website at [www.theparentsguideuk.com](http://www.theparentsguideuk.com) along with hyperlinks direct to the advertisers own websites (where applicable).

## MECHANICAL DATA

Size	Depth mm	Width mm	Bleed
Full Page (full bleed)	297	210	+3mm
Full Page	277	190	-
Half Page (landscape)	130	190	-
Half Page (portrait)	277	93	-
Quarter Page	130	93	-
Eighth Page	63.5	93	-

*All artwork to be supplied as Mac compatible files to the following specification:*

**Formats:** Illustrator EPS, Freehand EPS, Adobe PDF, Photoshop EPS - TIF - JPEG.

**Fonts:** All fonts to be embedded or converted to paths/outlines.

**Images:** All images to be supplied at a minimum of 275 ppi at finished size.

**Colours:** All colours and images to be converted to C.M.Y.K. Process values.

## WHY USE THE PARENTS GUIDE UK?

Unlike other publications targeting parents within the South Essex area The Parents Guide UK do not charge for our artwork service, we provide unlimited free of charge proofs and full advert design services and we do not charge our clients to hold the copyright on the finished adverts, all advertisers are free to use their Focus Publications produced artwork in any publication or campaign they wish (subject to prior written consent from Focus Publications) to at no additional cost.

The Parents Guide UK does not charge it's advertisers to appear on the website [www.theparentsguideuk.com](http://www.theparentsguideuk.com). All advertisers will automatically appear on the website along with a free of charge hyperlink direct to their own website and have the option of updating and highlighting upcoming events details etc with one call/email to The Parents Guide UK office.

The Parents Guide UK distributes directly to the areas the advertisers are based in to ensure the advertising is relevant to the readership and the readership is relevant to the advertiser.

## ADVERTISING, EDITORIAL & VOUCHER COPY ENQUIRIES TO:

**Paul McDonald, Publications Manager**

The Parents Guide UK, Focus Publications, 1 Lords Court, Cricketers Way, Basildon, Essex SS13 1SS  
Telephone: 01268 590909, Facsimile: 01268 590888, Email: [paulmcdonald@focusmediauk.com](mailto:paulmcdonald@focusmediauk.com)

[www.theparentsguideuk.com](http://www.theparentsguideuk.com)



# TERMS AND CONDITIONS Adopted on March 1st 2005

The following Terms and Conditions apply to the acceptance of all advertisements for publication in The Parents Guide UK.

## DEFINITIONS

In these Terms and Conditions;

- "the Advertiser" means the party or any persons or agent acting on behalf of the party placing and signing as Order
- "Advertisement" means the advertisement or advertisements for publication including flyers for insertion and/or any other promotional material or activity ordered by The Advertiser.
- "Copy" means the materials provided by the Advertiser in accordance with the Advertisers printing requirements.
- "Order" means any order placed for an Advertisement.
- "Proof" means all material provided by the Publisher prior to publication for the purpose as showing the format and wording of any intended Advertisement.
- "the Publisher" means Focus Media Publications Ltd., registered in England
- "Rate Card" means the list provided by the Publisher setting out the charges to be levied for an Advertisement.

## INTERPRETATION

In these Terms and Conditions unless the context otherwise requires:

- a) References to clauses and conditions are to clauses and conditions of these Terms and Conditions.
  - b) The headings are for convenience only and should not be taken into consideration in the interpretation of these Terms and Conditions
  - c) Words importing the singular shall include the plural and vice versa. Words importing the masculine shall include the feminine.
1. The Publisher contracts on these Conditions only and the placing of an Order for the publication of an Advertisement shall amount to an acceptance of these conditions and any conditions stipulated by an Advertiser shall be void in so far as they are in conflict with them. Variations or representations will only be binding on the Publisher if confirmed in writing by the Publisher.
  2. Publications and distribution dates specified by the Publisher are only indications and may be varied by the Publisher. The actual number of copies produced will be as stated on the Rate Card subject to a maximum variance of 10%
  3. The price of the Advertisement is as stated on the Rate Card and is net of Value Added Tax at the appropriate rate. If the Advertiser qualifies for zero added VAT, or is exempt from VAT, evidence of this must be supplied to the Publisher at the time any order is placed.
  5. All cancellations must be agreed in writing and be received prior to the deadline for a receipt of Copy and in all such cases the Publisher reserves the right to charge a 20 percent administrative charge together with any other costs already incurred that are non-recoverable. Cancellations outside the time limits contained within this clause will not be accepted by the Publisher and although at the Publisher's discretion the Advertisement may not run the full charges for the Advertisement will be payable.
  6. All Advertisers accounts are to be settled within 30 days of the date of invoice. If an account is overdue the Publisher reserves the right to suspend further Orders and charge a £50 administrative fee for pursuing payment together with interest on the amount overdue calculated on a daily basis at the rate of the

statutory rate (presently 12% per annum) payable from the due date until the date of actual payment received.

7. The Publisher will provide Proof of the Advertisement where this has been requested by the Advertiser within a reasonable amount of time prior to publication. Unless notice to the contrary is received from the Advertiser by the stipulated date the Advertisement will be published as represented in the Proof, and no liability shall be incurred by the Publisher.
8. The Publisher reserves the right to alter the position of any Advertisement and reserves the right to decide whether to refund any payment received or to publish further Advertisement in lieu in circumstances where the agreed advert position cannot be adhered to.
9. All copyright, designs rights and other intellectual rights in any Advertisement which is developed by the Publisher in the course of it's provision will be retained by the Publisher unless agreed otherwise in writing between the Publisher and the Advertiser.
10. All Copy must be received before the stipulated date. The Publisher reserves the right to publish previous Copy or to apply a discretionary charge should the Advertiser fail to provide Copy by the stipulated date.
11. Discounts for Advertisers placing an advertisement package will be agreed in writing at the time of placement of the Order. No discounts for Advertisements or and advertisement package will be applicable unless agreed in writing between the Publisher and Advertiser.
12. The Publisher will not be responsible for loss or damage to Copy, or for any other loss or damage to the Advertiser or any third party, as a result of any Advertisement published including consequential damage or loss occasioned by errors, negligence, late publication or failure of an Advertisement to appear from any cause whatsoever. The Advertiser shall be responsible for the insurance of all Copy delivered by it to the Publisher and the Publisher cannot and does not accept any liability for any loss or damage.
13. The Publisher reserves the right to refuse, amend, withdraw or otherwise deal with Advertisements submitted at it's absolute discretion and without explanation.
14. The Publisher may correct any typographical or other errors or omissions contained in the Copy without liability.
15. The Advertiser will indemnify the publisher in respect of any action against the Publisher for libel, slander, breach of the law or trade practice, or for any other reason whichsoever, arising from any photograph, design or Copy contained in any Advertisement supplied by the Advertiser that is published by the Publisher.
16. The Advertiser warrants:
  - 16.1 to indemnify and keep indemnified the Publisher against all claims and demands, proceedings, losses, charges, costs and expenses which the Publisher may at any time incur or become liable to arising directly or indirectly out of any infringement or alleged infringement of a third party's rights including intellectual property rights in connection with an Advertisement.
  - 16.2 that it has the legal right to commission the publication of the Advertisement in the agreed format and that the information supplied with the Advertisement is accurate, complete and true.
17. The Publisher retains all copyrights arising from publication of the Advertisement.
18. The Publisher shall bear no liability for loss, howsoever arising, caused by circumstances beyond it's control.
19. This contract shall be governed by English Law and the Advertiser and the Publisher shall submit to the exclusive jurisdiction of the English Courts.