

Vivacity Peterborough Culture and Leisure

# the moment

MAGAZINE

“ DEAR MOMENT  
MAGAZINE,

YOUR MAGAZINE IS FANTASTIC!  
BRILLIANTLY WRITTEN AND DESIGNED.  
CAN'T BELIEVE IT'S DELIVERED TO OUR  
DOOR FOR FREE! THANK YOU.

Jo ”

“ THE MOMENT HAS  
BEEN A VERY WELCOME ADDITION  
TO MY COFFEE TABLE. IT'S  
METICULOUSLY PUT TOGETHER,  
LOOKS GREAT AND TAKES A REFRESHING  
LOOK AT OUR LOCAL CULTURE. IT'S  
GREAT TO HAVE A REGIONAL TITLE WITH  
NATIONAL CALIBRE!  
REGARDS, PHIL ”

“ JUST PICKED UP A COPY OF THE MOMENT  
MAGAZINE TODAY. MOST INTERESTING!!!! A VERY NICE  
CHANGE FROM MANY OF THE 'FREEBIE' MAGS. WELL  
DONE. Thanks, Steve ”

“ SUCH A BREATH  
OF FRESH AIR.

TO FINALLY RECEIVE A MAGAZINE THROUGH THE DOOR  
THAT I DON'T WANT TO RECYCLE STRAIGHT AWAY. I  
HAVE JUST SAT DOWN AT BREAKFAST AND READ YOUR  
MAGAZINE FROM COVER TO COVER. WELL WRITTEN,  
EDITED, DESIGNED AND PRODUCED. I'M LOOKING  
FORWARD TO THE NEXT ISSUE...  
Best, Nic ”

# Seize *The Moment* in 2016!

**T**he *Moment* magazine has been spreading the word about all things Greater Peterborough for five years now, bringing original interviews, entertainment, lifestyle, What's On and much more to the city's population – all with its own distinctive voice and look, and completely free of charge. With established distribution networks, receptive readerships, and proven expertise in editorial, photography and design, we believe we are in a fantastic position to reach the people of Peterborough, Oundle and Stamford.

In January 2014, we formed a partnership with Vivacity – the independent, not-for-profit organisation that manages many of Peterborough's most popular culture and leisure facilities. We've always been passionate cultural ambassadors for the city of Peterborough, but now, with Vivacity's support, we have become an official published information source for their events, services and projects. These include the Key Theatre, Peterborough Museum, Flag Fen, Longthorpe Tower, the city's major festivals and all of Vivacity's pools, gyms and libraries.

Vivacity's enthusiasm for *The Moment* magazine

and its guiding principle – that Peterborough deserves high quality content – has been unwavering, and we're immensely proud to be working alongside them in an official capacity. This collaboration has given us even more scope to shout about the best the city and region has to offer, in addition to our regular feast of interviews, information and insights. We are now reaching far wider audiences, doubling our print run and achieving more comprehensive distribution across the city and beyond.

In 2014 we also welcomed Perkins Engines as a sponsor. Perkins is one of the city's great institutions – a name that has become synonymous with the city, not only because the company is a key employer, but because it has also been such a driving force in Peterborough's wider cultural life. Perkins provides invaluable support to local charities and great annual events that really puts the city on the map. We are delighted to have had our efforts endorsed by them.

These are exciting times for our region. We look forward to working with you in 2016.

**Mark Wilson, Publisher**



## CONTACT

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# We reach your audience

- *The Moment* can be picked up in the foyer of **Peterborough railway station**, giving you exclusive access to this desirable demographic - and in **Queensgate shopping centre**. Demand for the publication always exceeds supply. *The Moment* is entirely unique in that respect.
- **Over 20,000** copies of *The Moment* are distributed through a carefully selected network of **700+** venues and **6-10,000** household

deliveries within the Peterborough, Oundle and Stamford area. And combined with the immediacy of our content-rich website [www.themomentmagazine.com](http://www.themomentmagazine.com) we provide an editorial environment that will enable you to get closer to your customers. Through our print and digital platforms, *The Moment* can comfortably reach a combined audience in excess of 80,000 readers per issue – such is the viral spread of credible content.



We set out to reflect the truly vibrant nature of Peterborough and the region with a publication that was produced to the standard of a national, but completely free. Put simply, we thought the region was worth it. Readers and advertisers seem to agree. One commented: "This is the real Peterborough..."

# the business moment

MAGAZINE

→ BRINGING BUSINESS TO LIFE

Now we're doing the same for the business community with a high-quality business section that puts the colour back into business. It'll give readers all the news, facts and figures you expect, but we'll also talk to the people behind local companies, find out what makes them tick and reveal the secrets of their success; compelling business editorial content - with broad appeal - that combines first-hand experience, topical features with authoritative information.

This lively new business section is an integration of our digital sister publication *The Business Moment*, and replaces the standalone magazine following overwhelming demand for a print edition. This now gives all advertisers the ability to target SMEs in the Greater Peterborough region as we continue to develop our network of connections with the business leaders of today – and tomorrow. So, in addition to the print circulation, *The Moment* now benefits

from being distributed digitally to *The Business Moment* database of 6000+ qualified business contacts: an extremely desirable demographic.

*The Business Moment* has worked beautifully as a digital offering, distributed as a HTML email via a targeted and qualified business mailing list with further viral spread through existing business networks. Ongoing social media support is also an integral part of our marketing strategy, ensuring that your audience grows daily as we engage with relevant individuals and groups; its sphere of influence quickly migrating well beyond our core database of 6000+ qualified business leaders (approx 3200 companies). *The Business Moment* database is intentionally skewed towards business heads but it is possible to extrapolate data that brings in junior grades. The majority of recipients are therefore representative of a higher managerial, administrative or professional social grade.



# Why Advertise in *The Moment*?

## ● WE GET YOU SEEN

*The Moment* magazine is a compelling read – not a conduit for PR flack or a catalogue of advertisements. *The Moment* is read from cover to cover, guaranteeing that your adverts get maximum exposure.

## ● WE KEEP YOU THERE

Because *The Moment* is editorially driven, it is kept and referred to over a longer period of time – dramatically increasing the life-span of your advertising.

## ● WE DELIVER

6-10,000 home deliveries and 700+ venues are specifically targeted to find you customers.

## ● WE GET YOU INTO THE RIGHT HANDS

*The Moment* is exclusively available in prime positions, such as the main foyer in **Peterborough Railway Station** and alongside the car park ticket machines in **Queensgate shopping centre**, where it is consumed at a significantly faster rate than any competitor title.

## ● WE DO JUSTICE TO THE CITY

Our high quality editorial and strong production values more accurately reflect the core values of hardworking, reputable businesses throughout our region.



Ongoing social media support is an integral part of our online strategy, pushing content via Facebook, Twitter and LinkedIn, ensuring that your audience grows daily as we engage with your customers; our sphere of influence quickly migrating well beyond the print readership.

# The Vital Statistics

## CIRCULATION

Print Circulation **20,000+** copies

Digital Readership **8401** unique users

*(Source: Google Analytics Christmas edition November 2013-January 2014.)*

**Combined  
Circulation 33,401**

## READERSHIP

Print Readership **62,500**

*(Conservative estimate based on 2.5 readers per copy.)*

Digital Readership **8401** unique users

*(Source: Google Analytics Christmas edition November 2013-January 2014.)*

**Combined Readership  
70,901 per issue**

Based on the cost of a half page advertisement at £350, the cost per thousand readers (CPM) is as little as £5.

Given the quality of our editorial and subsequent levels of reader engagement, the CPM represents exceptional value for money.

# Delivering your message

## Sponsorship opportunities

Thanks to the generous and overwhelmingly positive way Peterborough has responded to *The Moment*, we are now in a position to be able to inspire others – and to help key collaborators and partners realise their own ambitions.

Peterborough is set to grow rapidly over the next decade. We believe it deserves to have its story told – and in a way that is positive, confident and professional. We are playing our part by connecting people through life-affirming content – not divisive, sensationalist copy, but real stories about real people within our diverse communities. These are stories that capture the imagination, showing what can be done – and what is being done – to

propel our city towards a bright future.

By becoming a corporate sponsor or partner you can help drive the city towards this goal, giving a voice to individuals and groups that would otherwise be represented poorly – or not at all. That means making a real difference to the way this city is viewed nationwide.

We are already the largest lifestyle publication in print – an achievement built on the belief that Peterborough deserves the best. We have the infrastructure in place to deliver a range of messages to a variety of audiences – business and general public.



We are proud to be one of the finest free magazines in the country – but by growing together, we make so much more possible.

# www.themomentmagazine.com

*The Moment* magazine online is the perfect complement to *The Moment* magazine: more content, whenever you want it, wherever you are. All your favourite articles from the print edition can be found online, plus archived copies of both *The Moment* and *The Business Moment*. There's also web-exclusive material you won't find in the magazine, such as up-to-the-minute entertainment and

events news, competitions, style tips and interviews. We're confident that *The Moment* magazine online is a resource valued by consumers and advertisers alike.

Linked to the website is our social media activity. Regular tweets publicising arts and entertainment in and around Peterborough as well as content, our reach exceeds far beyond the city limits.



For as little as **£10** per week, take ownership of a Skyscraper, MPU or Leaderboard advertisement. All three advertising positions for just **£10** per week!

(\*Only available to existing on-page advertisers.)

There are various ways to include a web option in your advertisement package, just ask our sales team for more information.



# Competition offer

Placing a competition with us, and supplying a competition prize, is the perfect way to enhance your existing advertising. Our competitions have excellent reach, too, attracting in excess of 1,000 entries.

Online competitions generate raised awareness with a different sector of our readership; create positive brand association between your business and your competition prize; generate a buzz about your products and services; and give people the opportunity to gain something that they value – directly from you.

**WIN luxury Dr PAWPAW lip balm set, worth £20!**

Entry Deadline: Tuesday 20th January 2015

[Like](#)
[+1](#)
[Tweet](#)
[0](#)
[Share](#)
[Print](#)
[37](#)



**Competition Entry**

All fields are required.

Your Name:	Your Email:	D.O.B (DD/MM/YYYY)
Address:	Town:	Post Code:
Telephone Number:	How did you hear about us?	What is 2 + 3?

[Enter Now](#)
[Sign me up to the Moment Magazine Newsletter](#)
[Competition Terms & Conditions & Privacy Policy](#)

The prize could be anything, from a day at a spa to grooming products – but it doesn't have to cost a lot. Something that has brand value, a luxury or a treat that people might not usually buy for themselves, can often prove the most popular kind of giveaway.

ADVERTISER

# Testimonials



As a new business we were looking for appropriate places to advertise. It was therefore lovely to find a publication who was actually interested in our business and helping us get to customers at a crucial time. The magazine has excellent editorials because they use professional writers and photographers – such a high quality for a local magazine. Because of that, people actually read it! As an advertiser we were noticed . . . And now there is also the fabulous website which is such a great addition to the ‘moment’ family and advertising is taken to a whole new audience. Thank you Moment Magazine for providing a great stage for us to perform on! ”

**Lisa & Dave, Vow Bridal Gallery, Wansford, PE8 6JA**



We’ve been working together with The Moment magazine for just over one year now, and in that time I have found the service to be very good. With an eye for detail the advert designs fit exactly what we are looking for and the reach of the magazine means we can engage with new clients whose ages vary - much the same as our existing customers. This year we have a regular feature on excursions and holidays within the publication; with that type of support and exposure we’ll really be able to reinforce our brand and identity still further! ”

**Aled Evans, Impression Holidays & Excursions Ltd**



Working with The Moment magazine over the last couple of years has been a real pleasure! Each new issue reveals

Peterborough to be a vibrant city with a fantastic cultural offer. We are delighted to feature regularly in their editorial and their support has without doubt increased our profile and helped us sell out several major concerts this year! ”

**Claire Hailey, Peterborough Sings!**



At the first meeting I had with Les from The Moment magazine, I felt it was a good publication but not one we needed. I decided to try it and have since gone on to enjoy very positive feedback from customers who said they saw us in the publication, which in turn has resulted in us committing to the magazine long-term. In short, we experience very good service and an excellent understanding of what is required for our ongoing marketing campaign.

**Andy Lobb, Director Partner at The Lampshade Warehouse Lighting Outlet, Peterborough**



What a refreshing outlook The Moment team have! Mark and his team were an absolute delight to work with right from the start. We were going through a rebranding which made grasping the concept of our business slightly tricky, but the writer completely understood the message we wished to convey, after only a ten minute conversation. The piece they wrote was without doubt far superior to other editorials by local publications, making a very good read and generating some very positive feedback and custom. The photographer was also very professional, with all the modern kit and produced some excellent photographs. It’s also very reassuring to communicate with Mark, the

publishing editor throughout the process, especially as he shows such passion and complete commitment to everything he undertakes. A total joy to work with! ”

**Becca Brown  
Robinsons of Stamford**



I have been advertising with The Moment magazine for over two years and still think it is the best place for my business to have a presence. Les really understands what we require and I have to say he has delivered. One of the best things has been the growth the magazine has experienced; we now get nearly double the coverage but without any rate increase. For an independent business such as Freshwater Bathrooms it is an ideal partnership. ”

**Kelly Randall Director, Freshwater bathrooms**



We have chosen to run annual marketing campaigns within the moment magazine because we feel that it is a highly visible publication that closely matches our target demographic. The magazine’s coverage of regional heritage was reason enough for us to get involved, however a trust like ours has to rely on commercial revenue and we feel the coverage and exposure we have within the publication, via their website and the twitter activity undertaken by them, certainly helps to attract new and repeat visitors. When considering cost and coverage, we feel we get a great return on investment. ”

**Megan Allen  
Marketing, communications and events executive  
The William Scott Abbott Trust, Sacrewell**



## READER



The Moment Magazine sets the standard for promoting the culture and heritage of the area. It's trademark is the quality articles that celebrate and promote creativity, whether in the arts, business, or any other area of public life. I love the fact it inspires positive change, as well as the exciting designs. ”

**Rich Hill**  
*Chair, The Green Backyard Board of Trustees*



The Moment is an outstanding publication which treats its readership intelligently and understands the need to balance visual with content. The writers really know how to engage with their readers and can always find the hook that so often other media can't see. This results in fabulous coverage which is often thought provoking and surprising. The Moment has shown to everyone that Peterborough is a vibrant dynamic place to live, and does more for tourism and the profile of Peterborough than any other publication. The city needs to support this publication financially. It is our best consumer asset and without it we lose a brilliant shop window for Peterborough.

I love everything about The Business Moment, both as a PR professional and reader. The format, the content, the aspiration. Just brilliant. Like its sister publication this shows our city as a city to be taken seriously, a city to be proud of and a city to invest in and work in. The editorial team are a joy to work with and aren't a pushover in any way. This is a must have for any corporate PR and I hope the publication goes from strength to strength. ”

**Sarah McGhie, Development Officer,**  
*Peterborough Cathedral*



In these times of sound bite news, shallow reporting, obsessive celebrity fixation and tittle-tattle titillation, it's good to find a magazine that responds to its subject matter with in-depth and interested coverage. The Moment Magazine is one of the few magazines I read knowing I'm going to be just slightly the more informed and richer for doing so. It's an important part of our regional media and reaches the parts that other mag's just don't reach....looks great too. ”

**Mark Ringer, Willow & Levity Festival Organiser**



Peterborough has an incredible story, stretching back with over 3,500 years of human occupation, without even considering the prehistoric creatures that inhabited this landscape before. We have links to virtually every national event and major story in this island's history, and yet it's not well enough known. These fascinating stories need spreading to as wide an audience as possible, and I'm delighted that The Moment is such a magnificent cheerleader for Peterborough in general and our rich heritage in particular. The coverage is well written and intelligent, the production values of a consistently high quality, and the team a pleasure to work with. Long live The Moment!

**Stuart Orme, Interpretation Manager, Vivacity Heritage**



The Business Moment represents a high quality magazine, focussed on the issues, stories, and features that concern businesspeople across the city. Strong content, photography and editorial values ensure that The Business Moment magazine stands out. It's a fantastic product for Peterborough and a valuable tool for the city's business community. ”

**Chief Executive of Opportunity Peterborough, Neil Darwin**



Have just received the e-shot giving me access to the launch issue of The Business Moment – you should be hugely proud. It's brilliant. At long, long last – a business publication that gets behind some of the issues in the city and presents a balanced view of how things are. The editorial approach; design; photography and overall presentation is absolutely first class. I hope the business community gets behind this and supports you. It is a hugely positive addition to all that is good about Peterborough. Well done! Looking forward to reading it in a more leisurely fashion at the weekend.... ”

**Peter Corder, Managing Director, Media Matters**

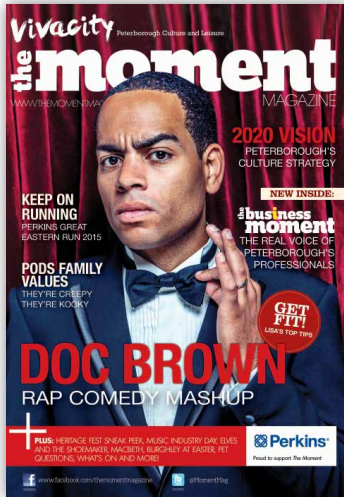
The Moment is one of the few local magazines which I look forward to. The articles tend to give a good insight into the local business community, with more than just superficial interviews. It's always interesting to find out a little more on why someone is successful. The images and photography always strike me as being of a high quality. A good read!

**Iain Crighton, Managing Director,**  
*Crightons of Peterborough Ltd*

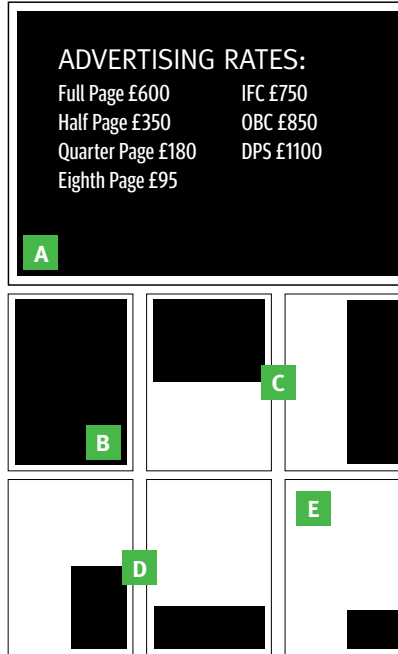


I look forward to The Moment each issue.... For insightful, interesting and up to date business content from in and around Peterborough, it's definitely the 'go-to' magazine.. ”

**Mike Greene, C4's The Secret Millionaire**



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Typical advertising layout for *The Moment* magazine

#### Supply format:

Digital files: Pass4Press PDF to PDF/X-1a standard, EPS or TIFF. All must be CMYK files.

Image Resolution: At least 300dpi at 100% at output size whether Mono or CMYK Colour.

#### ADVERTISING SPECIFICATIONS

- A | DOUBLE PAGE SPREAD (DPS)**  
 bleed (h)303mm x (w)426mm  
 trim (h)297mm x (w)420mm  
 type area (h)281mm x (w)404mm
- B | FULL-PAGE**  
 bleed (h)303mm x (w)216mm  
 trim (h)297mm x (w)210mm  
 type area (h)281mm x (w)194mm
- C | HALF-PAGE**  
 trim area (h)148mm x (w)210mm or  
 (h)297mm x (w)105mm, inc 3mm bleed  
 type area (h)139mm x (w)194mm  
 or (h)281mm x (w)94mm
- D | QUARTER-PAGE**  
 type area  
 (h)139mm x (w)94mm or  
 (h)68mm x (w)194mm
- E | EIGHTH-PAGE**  
 type area (h)68mm x (w)94mm

#### WEB RATES & SPECIFICATIONS

##### ALL SIZES IN PIXELS AT 72 DPI

Leaderboard: 728x90	£300
MPU: 300x250	£350
Square: 250x250	£150
Super Skyscraper: 300x600	£200
Wide Skyscraper: 160x600	£200
Skyscraper: 120x600	£200
Rectangle: 300x100	£150

Max Size 50kb