

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 2018!

The *Moment* magazine has been spreading the word about all things Greater Peterborough for seven 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 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 and Vivacity's support helped to cement our reputation as THE information source for the city's events, services and projects, large and small.

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 collaborations have 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. More home deliveries – getting *The Moment* directly to those who really matter, the readers – are planned for 2018, reaching deeper into our communities and taking us into whole new areas of interest and discussion.

In 2018 we are also joining Peterborough City Council and Peterborough Cathedral to promote and participate in the year-long celebrations centred on the Peterborough 900 campaign. With a new university also on the horizon, it looks set to be the biggest year for the city in living memory, and it goes without saying it will be the greatest on record for us too. All our supporters' 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 all in an official capacity.

These are exciting times for our region. We look forward to working with you in 2018.

Mark Wilson, Publisher



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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 venues and **15,000** household deliveries

within the Peterborough, Oundle and Stamford area. And combined with the immediacy of our content-rich website

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 70,000 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. Many commenting: "This is the real Peterborough..."

15,000 HOUSEHOLD DELIVERY DEMOGRAPHY

The roads listed below remain at the epicentre of delivery activity, but represent only a tiny fraction of the streets covered within a given neighbourhood.

The following geographic and socio-economic data has been extracted from the Office of National Statistics. Demographic statistics are derived from the 2011 Census and provide a detailed analysis of the population and its characteristics.

Classifications for social grades are based on the occupation of the head of the household:

- **A - Upper Middle Class** Higher administrative, managerial or professional
- **B - Middle Class** Intermediate managerial, administrative or professional
- **C1 - Lower Middle Class** Supervisory or clerical and junior management, administrative or professional
- **C2 - Skilled Working Class** Skilled manual workers
- **D - Working Class** Semi and unskilled manual workers
- **E - Non Working** Casual or lowest grade workers, pensioners, and others who may rely on the welfare state for their income, including students.

ALL SAINTS ROAD PE1

Male	50.1%
Female	9%
AB	18.5%
C1	24.2%
C2	17.7%
DE	39.7%

ATKINSON STREET PE1

Male	50.1%
Female	49.9%
AB	10.1%
C1	22.9%
C2	19.7%
DE	47.3%

BAMBER STREET PE1

Male	52.2%
Female	47.8%
AB	10.5%
C1	19.4%
C2	14.1%
DE	55.9%

BOURGES BOULEVARD PE1

Male	52.2%
Female	47.8%

AB	10.5%
C1	19.4%
C2	14.1%
DE	55.9%

BROADWAY PE1

Male	50.1%
Female	49.9%
AB	18.5%
C1	24.2%
C2	17.7%
DE	39.7%

COLERIDGE PLACE PE1

Male	49.6%
Female	50.4%
AB	7.8%
C1	23.6%
C2	21.2%
DE	47.5%

DRIFIELD WAY PE1

Male	50.1%
Female	49.9%
AB	10.1%
C1	22.9%
C2	19.7%
DE	47.3%

ELMFIELD ROAD PE1

Male	50.1%
Female	49.9%
AB	18.5%
C1	24.2%
C2	17.7%
DE	39.7%

FRANCIS GARDENS PE1

Male	49.6%
Female	50.4%
AB	7.8%
C1	23.6%
C2	21.2%
DE	47.5%

LANGDYKE PE1

Male	50.1%
Female	49.9%
AB	10.1%
C1	22.9%
C2	19.7%
DE	47.3%

LIMETREE AVENUE PE1

Male	52.2%
Female	47.8%
AB	10.5%
C1	19.4%
C2	14.1%
DE	55.9%

PRINCES GARDENS PE1

Male	50.1%
Female	49.9%
AB	18.5%
C1	24.2%
C2	17.7%
DE	39.7%

SUMMERFIELD ROAD PE1

Male	52.2%
Female	47.8%
AB	10.5%
C1	19.4%
C2	14.1%
DE	55.9%

BOTOLPH GREEN PE2

Male	49.3%
Female	50.7%
AB	27.6%
C1	34.2%
C2	16.6%
DE	21.6%

CARRADALE PE2

Male	48.1%
Female	51.9%
AB	26.4%
C1	35.3%
C2	17.1%
DE	21.3%

CHANDLERS PE2

Male	48.1%
Female	51.9%
AB	26.4%
C1	35.3%
C2	17.1%
DE	21.3%

CHERRY ORTON ROAD PE2

Male	48.1%
Female	51.9%
AB	26.4%
C1	35.3%
C2	17.1%
DE	21.3%

CONEYGREE ROAD PE2

Male	49.1%
Female	50.9%
AB	13%
C1	29.2%
C2	26.4%
DE	31.4%

FARLEIGH FIELDS PE2

Male	48.1%
Female	51.9%
AB	26.4%
C1	35.3%
C2	17.1%

DE	21.3%
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FELLOWES GARDENS PE2

Male	50.3%
Female	49.7%
AB	20.9%
C1	31.6%
C2	19.2%
DE	28.3%

FRASERBURGH WAY PE2

Male	48.1%
Female	51.9%
AB	26.4%
C1	35.3%
C2	17.1%
DE	21.3%

GRETTON CLOSE PE2

Male	49.3%
Female	50.7%
AB	27.6%
C1	34.2%
C2	16.6%
DE	21.6%

THE GANNOCKS PE2

Male	48.1%
Female	51.9%
AB	26.4%
C1	35.3%
C2	17.1%
DE	21.3%

HAWKSBILL WAY PE2

Male	50.3%
Female	49.7%
AB	20.9%
C1	31.6%
C2	19.2%
DE	28.3%

JUNO WAY PE2

Male	49.1%
Female	50.9%
AB	13%

C1	29.2%
C2	26.4%
DE	31.4%

LOCH LOMOND WAY PE2

(East of England Showground)

Male	48.1%
Female	51.9%
AB	26.4%
C1	35.3%
C2	17.1%
DE	21.3%

MOGGSWELL LANE PE2

Male	48.7%
Female	51.3%
AB	10.2%
C1	27.9%
C2	22.2%
DE	39.7%

OUNDLIE ROAD PE2

Male	48.7%
Female	51.3%
AB	10.2%
C1	27.9%
C2	22.2%
DE	39.7%

PARK FARM WAY PE2

Male	48.7%
Female	51.3%
AB	18.1%
C1	31.1%
C2	23.6%
DE	27.3%

PORTCHESTER CLOSE PE2

Male	48.7%
Female	51.3%
AB	18.1%
C1	31.1%
C2	23.6%
DE	27.3%

SOUTHFIELDS DRIVE PE2

Male.....**49.1%**
 Female.....**50.9%**
 AB.....**13%**
 C1.....**29.2%**
 C2.....**26.4%**
 DE.....**31.4%**

ST MICHAEL'S CHURCH SCHOOL PE2

Male.....**49.1%**
 Female.....**50.9%**
 AB.....**13%**
 C1.....**29.2%**
 C2.....**26.4%**
 DE.....**31.4%**

SUGAR WAY PE2

Male.....**50.3%**
 Female.....**49.7%**
 AB.....**20.9%**
 C1.....**31.6%**
 C2.....**19.2%**
 DE.....**28.3%**

UPTON CLOSE PE2

Male.....**48.7%**
 Female.....**51.3%**
 AB.....**18.1%**
 C1.....**31.1%**
 C2.....**23.6%**
 DE.....**27.3%**

WATERVILLE GARDENS PE2

Male.....**48.1%**
 Female.....**51.9%**
 AB.....**26.4%**
 C1.....**35.3%**
 C2.....**17.1%**
 DE.....**21.3%**

ALDERMANS DRIVE PE3

Male.....**48.6%**
 Female.....**51.4%**
 AB.....**33.8%**
 C1.....**30.9%**
 C2.....**13.8%**
 DE.....**21.5%**

ANGUS COURT PE3

Male.....**48.6%**
 Female.....**51.4%**
 AB.....**33.8%**
 C1.....**30.9%**
 C2.....**13.8%**
 DE.....**21.5%**

ATHERSTONE AVENUE PE3

Male.....**48.6%**
 Female.....**51.4%**

AB.....**33.8%**
 C1.....**30.9%**
 C2.....**13.8%**
 DE.....**21.5%**

BRYNMORE PE3

Male.....**48.8%**
 Female.....**51.2%**
 AB.....**9.5%**
 C1.....**28.5%**
 C2.....**28.5%**
 DE.....**38.6%**

ENFIELD GARDENS PE3

Male.....**48.6%**
 Female.....**51.4%**
 AB.....**33.8%**
 C1.....**30.9%**
 C2.....**13.8%**
 DE.....**21.5%**

GRAFTON AVENUE PE3

Male.....**48.6%**
 Female.....**51.4%**
 AB.....**33.8%**
 C1.....**30.9%**
 C2.....**13.8%**
 DE.....**21.5%**

HOLLYWELL WAY PE3

Male.....**48.6%**
 Female.....**51.4%**
 AB.....**33.8%**
 C1.....**30.9%**
 C2.....**13.8%**
 DE.....**21.5%**

KENT ROAD PE3

Male.....**48.6%**
 Female.....**51.4%**
 AB.....**33.8%**
 C1.....**30.9%**
 C2.....**13.8%**
 DE.....**21.5%**

MICHAEL TAYLOR CLOSE PE3

Male.....**48.6%**
 Female.....**51.4%**
 AB.....**33.8%**
 C1.....**30.9%**
 C2.....**13.8%**
 DE.....**21.5%**

MIDDLETON PE3

Male.....**48.8%**
 Female.....**51.2%**
 AB.....**9.5%**
 C1.....**28.5%**
 C2.....**23.4%**
 DE.....**38.6%**

MIDLAND ROAD PE3

Male.....**48.6%**
 Female.....**51.4%**
 AB.....**33.8%**
 C1.....**30.9%**
 C2.....**13.8%**
 DE.....**21.5%**

OXCLOSE PE3

Male.....**48.8%**
 Female.....**51.2%**
 AB.....**9.5%**
 C1.....**28.5%**
 C2.....**23.4%**
 DE.....**38.6%**

RINGWOOD PE3

Male.....**49%**
 Female.....**51%**
 AB.....**20.6%**
 C1.....**30.1%**
 C2.....**16.7%**
 DE.....**32.5%**

THORPE PARK ROAD PE3

Male.....**48.6%**
 Female.....**51.4%**
 AB.....**33.8%**
 C1.....**30.9%**
 C2.....**13.8%**
 DE.....**21.5%**

THORPE ROAD PE3

Male.....**48.6%**
 Female.....**51.4%**
 AB.....**33.8%**
 C1.....**30.9%**
 C2.....**13.8%**
 DE.....**21.5%**

VERMONT GROVE PE3

Male.....**48.6%**
 Female.....**51.4%**
 AB.....**33.8%**
 C1.....**30.9%**
 C2.....**13.8%**
 DE.....**21.5%**

CONISTON ROAD PE4

Male.....**48.2%**
 Female.....**51.8%**
 AB.....**22.3%**
 C1.....**34.9%**
 C2.....**26.5%**
 DE.....**16.3%**

DONALDSON DRIVE PE4

Male.....**49.2%**
 Female.....**50.8%**
 AB.....**9.4%**

C1.....**27.7%**
 C2.....**26%**
 DE.....**37%**

EDINBURGH AVENUE PE4

Male.....**48.2%**
 Female.....**51.8%**
 AB.....**22.3%**
 C1.....**34.9%**
 C2.....**26.5%**
 DE.....**16.3%**

FULBRIDGE ROAD PE4

Male.....**48.2%**
 Female.....**51.8%**
 AB.....**22.3%**
 C1.....**34.9%**
 C2.....**26.5%**
 DE.....**16.3%**

HEDGELANDS PE4

Male.....**49%**
 Female.....**51%**
 AB.....**19.2%**
 C1.....**34.5%**
 C2.....**22.9%**
 DE.....**23.5%**

HODGESON AVENUE PE4

Male.....**49%**
 Female.....**51%**
 AB.....**19.2%**
 C1.....**34.5%**
 C2.....**22.9%**
 DE.....**23.5%**

MOUNTSTEVEN AVENUE PE4

Male.....**48.5%**
 Female.....**51.5%**
 AB.....**11.7%**
 C1.....**29.8%**
 C2.....**26.9%**
 DE.....**31.6%**

PLOVERLY PE4

Male.....**49%**
 Female.....**51%**
 AB.....**19.2%**
 C1.....**34.5%**
 C2.....**22.9%**
 DE.....**23.5%**

SAPPERTON PE4

Male.....**49%**
 Female.....**51%**
 AB.....**19.2%**
 C1.....**34.5%**
 C2.....**22.9%**
 DE.....**23.5%**

SHEEPWALK PE4

Male.....**49.2%**
 Female.....**50.8%**
 AB.....**9.4%**
 C1.....**27.7%**
 C2.....**26%**
 DE.....**37%**

SOUTHVIEW ROAD PE4

Male.....**48.5%**
 Female.....**51.5%**
 AB.....**11.7%**
 C1.....**29.8%**
 C2.....**26.9%**
 DE.....**31.6%**

SWALE AVENUE PE4

Male.....**49.2%**
 Female.....**50.8%**
 AB.....**9.4%**
 C1.....**27.7%**
 C2.....**26%**
 DE.....**37%**

CHURCH CLOSE PE6

Male.....**50.8%**
 Female.....**49.2%**
 AB.....**22.2%**
 C1.....**33.7%**
 C2.....**26.7%**
 DE.....**17.4%**

HORSEGATE SPALDING ROAD PE6

Male.....**47.8%**
 Female.....**52.2%**
 AB.....**25.5%**
 C1.....**33.8%**
 C2.....**23.4%**
 DE.....**17.3%**

RECTORY LANE PE6

Male.....**51.8%**
 Female.....**48.2%**
 AB.....**27%**
 C1.....**39.9%**
 C2.....**20.5%**
 DE.....**12.6%**

RIVERSIDE PE6

Male.....**49.1%**
 Female.....**50.9%**
 AB.....**29.1%**
 C1.....**34.5%**
 C2.....**24.7%**
 DE.....**11.6%**

TEMPLES COURT PE6

Male.....**49%**
 Female.....**51%**

AB.....**39.7%**

C1.....**31.5%**
 C2.....**17.3%**
 DE.....**11.5%**

WOODGATE PE6

Male.....**49%**
 Female.....**51%**
 AB.....**39.7%**
 C1.....**31.5%**
 C2.....**17.3%**
 DE.....**11.5%**

ARCHERS WOOD PE7

Male.....**49.3%**
 Female.....**50.7%**
 AB.....**27.6%**
 C1.....**34.2%**
 C2.....**16.6%**
 DE.....**21.6%**

CHURCH STREET PE7

Male.....**48.9%**
 Female.....**51.1%**
 AB.....**34.7%**
 C1.....**33.2%**
 C2.....**20.2%**
 DE.....**11.9%**

EAGLE WAY PE7

Male.....**49.3%**
 Female.....**50.7%**
 AB.....**27.6%**
 C1.....**34.2%**
 C2.....**16.6%**
 DE.....**21.6%**

EDMOND DRIVE PE7

Male.....**49.3%**
 Female.....**50.7%**
 AB.....**27.6%**
 C1.....**34.2%**
 C2.....**16.6%**
 DE.....**21.6%**

HORSESHOE WAY PE7

Male.....**49.3%**
 Female.....**50.7%**
 AB.....**27.6%**
 C1.....**34.2%**
 C2.....**16.6%**
 DE.....**21.6%**

TERN ROAD PE7

Male.....**49.3%**
 Female.....**50.7%**
 AB.....**27.6%**
 C1.....**34.2%**
 C2.....**16.6%**
 DE.....**21.6%**

ARRAN ROAD PE9

Male.....**48%**
 Female.....**52%**
 AB.....**28.9%**
 C1.....**31.5%**
 C2.....**23.4%**
 DE.....**16.2%**

DRIFT ROAD PE9

Male.....**46.5%**
 Female.....**53.5%**
 AB.....**25.4%**
 C1.....**27.1%**
 C2.....**23.4%**
 DE.....**24.2%**

EDINBURGH ROAD PE9

Male.....**48.2%**
 Female.....**51.8%**
 AB.....**20.2%**
 C1.....**25.6%**
 C2.....**25.3%**
 DE.....**28.9%**

HOLLAND ROAD PE9

Male.....**46.5%**
 Female.....**53.5%**
 AB.....**25.4%**
 C1.....**27.1%**
 C2.....**23.4%**
 DE.....**24.2%**

NEW CROSS ROAD PE9

Male.....**46.5%**
 Female.....**53.5%**
 AB.....**33.2%**
 C1.....**28.9%**
 C2.....**16.3%**
 DE.....**21.7%**

WHARF ROAD PE9

Male.....**46.5%**
 Female.....**53.5%**
 AB.....**33.2%**
 C1.....**28.9%**
 C2.....**16.3%**
 DE.....**21.7%**

SAINT MARY'S STREET PE9

Male.....**46.5%**
 Female.....**53.5%**
 AB.....**33.2%**
 C1.....**28.9%**
 C2.....**16.3%**
 DE.....**21.7%**

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: 15,000!

The Moment is delivered to more homes in Greater Peterborough than any other local publication.

● WE GET YOU INTO THE RIGHT HANDS

The Moment is exclusively available at Peterborough Railway Station.

● 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.



EXCEPTIONAL VALUE FOR MONEY

On a cost per '000 basis (CPM), *The Moment* offers the most competitive advertising rates.

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.

the moment

MAGAZINE

2018 Production Schedule

FEBRUARY

Advertising creative -
Monday December 18

Publication - Friday January 12

APRIL

Advertising creative -
Wednesday February 14

Publication - Friday March 2

JUNE

Advertising creative -
Wednesday April 18

Publication - Friday May 4

AUGUST

Advertising creative -
Wednesday June 20

Publication - Friday July 6

OCTOBER

Advertising creative -
Wednesday August 22

Publication - Friday September 7

DECEMBER

Advertising creative -
Wednesday October 17

Publication - Friday November 2



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!



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 four years and still think it is the best place for my business to have a presence. Mark 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. ”

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, The Broadway Theatre



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



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



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

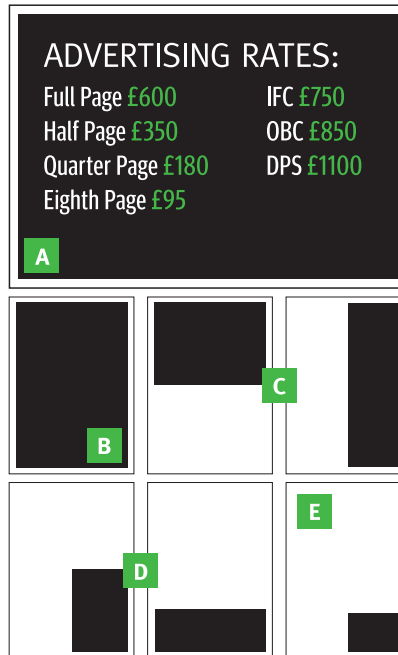


Peterborough has an incredible story, stretching back with over 3,500 years of human occupation, without even considering the prehistoric creatures that inhabited this landscape before. We have links to virtually every national event and major story in this island's history, and yet it's not well enough 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



Please use the www.pass4press.com website for information that will prevent errors and save time (<http://www.ppa.co.uk/resources/guides-and-standards/production/pass4press/>). In doing so, you should be able to produce error free files. If you have any other queries please contact support@atgraphicsuk.com.



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

ADVERTISING

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MAKE EVERY AND THAT YOU SPEND ON ADVERTISING: *work just as hard as you!*

Raise the profile of your business and generate more custom with *The Moment Magazine*.

*BOOK A SERIES OF THREE ADVERTISEMENTS AND RECEIVE A BESPOKE EDITORIAL PROFILE **WORTH OVER £3000.**

*Subject to a minimum advertising spend – contact publisher for details.

