

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 2019!

The Moment magazine has been spreading the word about all things Greater Peterborough for eight 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, Stamford and Oundle...

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, 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 2019, reaching deeper into our communities and taking us into whole new areas of interest and discussion.

In 2018 we joined Peterborough City Council and Peterborough Cathedral to promote and participate in the year-long celebrations centred on the Peterborough 900 campaign. It proved to be an amazing year for the city – and towards the end of 2018 we also welcomed on board a completely new sponsor: University Centre Peterborough. With the new university on the horizon, the coming year looks set to be the most significant period of growth in living memory, and we look forward to being an integral part of it. 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 2019.

Mark Wilson, Publisher

CONTACT

**PUBLISHING EDITOR
MARK WILSON**

T: +44 [0]1733 810902

M: +44 [0]7773 772864

publisher@themomentmagazine.com

CODENAME MEDIA LIMITED Company Number: 07352411

WE REACH YOUR CUSTOMERS

- Getting your message out there matters. We've got it covered. Every issue, 15-20,000 copies of *The Moment* are distributed through our network of carefully selected venues and 10,000 household deliveries within Greater Peterborough.
- Exclusive availability in Peterborough train station gives you access to the highly desirable commuting demographic and copies are also available at the high-footfall Queensgate

shopping centre. Demand for the publication always exceeds supply, something that is unique to *The Moment*.

- The printed magazine is supported by our constantly updated, content-rich website **www.themomentmagazine.com**. Together they provide a compelling editorial environment that brings you closer to your customers, while reaching a combined audience of more than 60,000 readers each and every issue.



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..."**

WHY ADVERTISE IN *THE MOMENT*?

The Moment is a rare breed: a free magazine with the quality you'd normally associate with a national newsstand publication. We work hard to bring the exceptional editorial and outstanding production values that help your business stand out from the crowd.

● TARGETED

We get you in front of the right people through our targeted distribution network of more than 300 venues across Greater Peterborough, including highly desirable locations such as the Queensgate shopping centre and Peterborough train station.

● WELL COVERED

We print 15-20,000 copies and deliver to 10,000 homes in carefully selected postcodes throughout Peterborough and Stamford. Our printed and online publications have a combined circulation of more than 28,000 and a readership in excess of 60,000. Advertisers are

also featured on our website and enjoy additional exposure through our social media channels.

● RESPECTED

Experienced writers reflect an uncompromising stance on editorial integrity, producing engaging content that keeps *The Moment* actively read for longer, dramatically increasing the lifespan of your advertising. We are a respected publication that's earned the loyalty of our readers, partners and flagship sponsors such as University Centre Peterborough and Perkins.

● BUSINESS MINDED

We're the magazine for local business too. Our dedicated business section reaches companies of every size and in all sectors, while getting you in front of some of the most influential people in the city.

● EXCEPTIONAL VALUE

Advertise with *The Moment* and reach more people for less. Highly competitive rates, supported by accompanying editorial, add up to incredible value for money.



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.

CAMPAIGNS FOR SEASONS

Campaigns for Seasons offers a convenient, targeted solution to help you focus your annual marketing plan. Reach more than **60,000** readers each and every issue and build awareness of your brand over the seasons.

We'll offer you free editorial content and web coverage too, so you can communicate your message effectively.

direct to prospective customers, further driving those all-important sales.

Campaigns for Seasons is a highly cost-effective way to promote your business, offering **significant savings** on the per issue cost of advertising. Make a canny investment and get the word out there with **Campaigns for Seasons** – an intelligent solution for advertisers seeking the complete package.



FEBRUARY & APRIL EDITIONS

New Year's Resolutions:

Encourage your customers to stick to their New Year's resolutions. Promote health, happiness and a sound, positive outlook.

Valentine's Day:

Share the love with your Valentine's offers and services that celebrate the nearest and dearest in our lives.

Mothers' Sunday:

Gifts, treats and events for mums – the most important people of all!

First day of spring:

The start of spring is a time of great excitement!
Promote outdoor activities and living, and the launch
of the gardening season.

Easter:

Get the word out there about your Easter events and activities, family celebrations and Easter Bank Holiday products and services.



JUNE & AUGUST EDITIONS

Wedding season:

With the average wedding costing £30,000, there's money to be made by venue providers, caterers, hire companies and a whole suite of associated businesses.



Bank Holidays:

Summer Bank Holidays mean barbeques, outdoor living and good times. Promote your summery offers and help readers get the most from the warmer months.



Father's Day:

Don't forget the dads! Promote your dad deals, discounts and days out.



Summer holidays:

Summer's here and the living is easy. Get the word on your summer events, festivals, kids' days out and outdoor living promotions out there.



Back to school:

Get them ready for the new academic year. Plus services and offers to help new college and university students get the best start.



OCTOBER & DECEMBER EDITIONS

Longer nights:

The clocks go back and nights are longer. Share ideas to get winter-ready, from cosy nights in to warming nights out.



Halloween:

Share news of your Halloween – and Bonfire Night – celebrations, activities and promotions.



Stoptober/Movember:

Get healthy in the run up to Christmas and raise money for charity in the process. Promote offers or share what you're up to for Stoptober, Go Sober for October and Movember.



Black Friday:

The unofficial launch of the Christmas shopping season. Help readers shop well and get your products at the top of their shopping lists.



Christmas & New Year:

Festival frolics and fun. Share details of your plans and get your business or organisation aligned with this feel-good time of year.



Please call Dawn Birch-James on 07986 609141 or email dawn@themomentmagazine.com to chat about our Campaigns for Seasons, or any other advertising.

CLASSIFIED RATES AND DISCOUNTS

THE STANDARD MATCHBOX SIZE

Our classified advertising rates start at the standard matchbox size, measuring 4.5cm wide by 3cm deep. A matchbox-sized advert holds approx 45 words, including your company name and contact details. Your company logo (if required) will take up more space.

THE CLASSIC CREDIT CARD SIZE

This is significantly larger at 9cm wide by 6cm deep. A credit card-sized classified advert will comfortably accommodate your logo, 85 words, plus an image.

QUARTER PAGE

Just what it says on the tin; a quarter page of A4. It measures 9cm wide by 13cm deep. The quarter page dimensions will allow for the creation of a more intricate and complex advert design.

CLASSIFIED RATES TABLE

ADVERT SIZE WIDTH X DEPTH	RATE EXCLUDING VAT	RUN OF 3 ADS 5% DISCOUNT	PREPAYMENT DISCOUNT RUN OF 3 ADS	RUN OF 6 ADS 10% DISCOUNT	PREPAYMENT DISCOUNT RUN OF 6 ADS
Standard Matchbox 4.5cm x 3cm	£30	£28.50	£25.65	£27.00	£21.60
4.5cm x 4cm	£40	£38.00	£34.20	£36.00	£28.80
4.5cm x 5cm	£50	£47.50	£42.75	£45.00	£36.00
4.5cm x 6cm	£60	£57.00	£51.30	£54.00	£43.20
9cm x 3cm	£60	£57.00	£51.30	£54.00	£43.20
9cm x 4cm	£80	£76.00	£68.40	£72.00	£57.60
9cm by 5cm	£100	£95.00	£85.50	£90.00	£72.00
Classic Credit Card 9cm x 6cm	£120	£114.00	£102.60	£108.00	£86.40
Quarter Page 9cm x 13cm	£200	£190.00	£171.00	£180.00	£144.00

PRICES ARE PER INSERTION EXCLUDING VAT

WHY TARGETED CLASSIFIED ADVERTISING WORKS!

A READYMADE MARKETPLACE

Classified advertising is hugely effective because the reader is often in a buying frame of mind when browsing the classified ads, and therefore far more likely to buy your products and services.

**STANDARD MATCHBOX
4.5CM X 3CM
£30.00+VAT PER INSERTION**

**CLASSIC CREDIT CARD
9CM X 6CM
£120+VAT PER INSERTION**

**QUARTER PAGE
9CM X 13CM
£200+VAT PER INSERTION**

OUR DISCOUNTS
Series bookings mean **BIGGER DISCOUNTS**:
 • **5%** discount on 3 adverts (6 months)
 • **10%** discount on 6 adverts (12 months)
 • A further **10%** discount will be awarded for prepayment on 3 adverts
 • A further **20%** discount will be awarded for prepayment on 6 adverts

the business moment

MAGAZINE

→ BRINGING BUSINESS TO LIFE

Peterborough's business community deserves the best. They have it with our high-quality business section, which puts the colour back into business. Read up on all the latest business news, facts and figures, and learn about the people making local companies tick. Experience the best of business content that combs first-hand experience, topical features and authoritative information.

Our lively business section gives advertisers an invaluable opportunity 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.

The Business Moment is also a powerful digital offering, distributed by email to a targeted and qualified business mailing list with further reach through existing



business networks. Ongoing social media support is an integral part of our marketing strategy, ensuring your audience grows daily as we engage with relevant individuals and groups. *The Business Moment* is skewed towards business leaders and the majority of readers are representative of a higher managerial, administrative or professional social grade.

10,000 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 PE2

Male	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%

HEDGE LANDS 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 VITAL STATISTICS

CIRCULATION

Print Circulation **15-20,000** copies

Digital Readership **8401** unique users

[Source: Google Analytics Christmas edition November 2013-January 2014.]

READERSHIP

Print Readership **50,000**

[Conservative estimate based on 2.5 readers per copy.]

Digital Readership **8401** unique users

[Source: Google Analytics Christmas edition November 2013-January 2014.]

Combined
Circulation **28,401**

Combined Readership
58,401 per issue



THE MOMENT **2019 PRODUCTION** **SCHEDULE**

● **FEBRUARY**

Advertising creative -

Monday December 17

Publication - Friday January 11

● **APRIL**

Advertising creative -

Wednesday February 13

Publication - Friday March 1

● **JUNE**

Advertising creative -

Wednesday April 17

Publication - Friday May 3

● **AUGUST**

Advertising creative -

Wednesday June 19

Publication - Friday July 5

● **OCTOBER**

Advertising creative -

Wednesday August 21

Publication - Friday September 6

● **DECEMBER**

Advertising creative -

Wednesday October 16

Publication - Friday November 1



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

TESTIMONIALS

“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 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



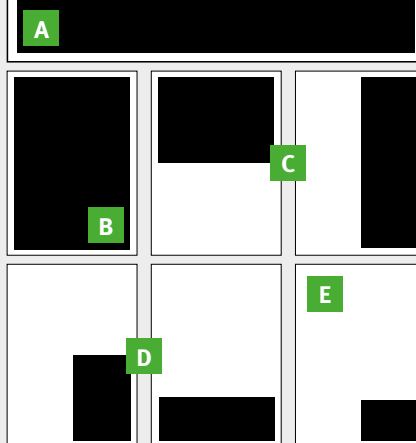
national event and major story in this island's history, and yet it's not well enough known. These fascinating stories need spreading to as wide an audience as possible, and I'm delighted that The Moment is such a magnificent cheerleader for Peterborough in general and our rich heritage in particular. 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.

ADVERTISING RATES:

Full Page £600	IFC £750
Half Page £350	OBC £850
Quarter Page £180	DPS £1100
Eighth Page £95	



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

Mark Wilson

T: +44 [0]1733 810902

M: +44 [0]7773 772864

publisher@themomentmagazine.com