

# 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 2020!

**The Moment** magazine has been spreading the word about all things Greater Peterborough for the past decade, 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 2020, 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 2020.

**Mark Wilson, Publisher**

## CONTACT

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**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](http://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.

# 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.





## 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**

## 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**

“I’m writing to you as last year you and Toby were instrumental in running an amazing article on Peterborough Operatic & Dramatic Society and our production of The Witches of Eastwick. The production was an artistic and financial success, and we attribute a huge amount of that to the feature we received in The Moment. Many thanks indeed for your time.”

**Rob Bristow Chairman, PODS**

“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!**

“The Moment Magazine is regarded extremely highly in Peterborough and is read widely. Its high quality production and articles are evident and its publisher Mark Wilson is an inspiring example of someone who is passionate about his magazine and the City of Peterborough. The articles are diverse, entertaining and extremely well written as Mark and his team tackle almost any topic from economic development, business, culture and arts with a human touch which makes the magazine so brilliant and engaging. The Council

supports The Moment as a means to promote its agenda in a way that other forms of media just can’t do and our investment pays off from the feedback and engagement we get. The product speaks for itself, engaging and exciting those many people who read it.”

**Peterborough City Council**

“I have been advertising with The Moment magazine for over seven 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**

“I’ve worked in Arts Marketing for more than ten years promoting theatre productions and community engagement projects across East Anglia and Peterborough. Finding a high-quality monthly magazine that is willing to devote regular, substantial, editorial space to heritage and culture activities is difficult. Finding one that is FREE to customers and easily accessible via numerous distribution points and home deliveries, and with a good online and Social Media presence is practically impossible. But Peterborough’s The Moment Magazine somehow manages to achieve all of those things. I was working for Eastern Angles Theatre Company when The Moment Magazine first launched. Since its inception I was keen to support the magazine and recognise its important role in promoting the city’s arts scene. Over the years, the magazine has covered every aspect of Eastern Angles’ artistic output from the wacky Christmas panto to the opening of the company’s pop-up inclusive theatre space in Hampton, and the brilliant community-focused events staged in partnership with Peterborough Presents. Now I am working as a Freelance Theatre Producer, I’m introducing new arts organisations to Peterborough, and flagging-up the value of promoting their work through The Moment Magazine.”

**Karen Goddard**



## 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/November:*

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 November.



### *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](mailto:dawn@themomentmagazine.com) to chat about our Campaigns for Seasons, or any other advertising.

# THE SHOW MUST GO ON!

*The Moment* will generate the curiosity and excitement that translates to those all-important ticket sales.



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Karen Goddard



# 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





# 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 Class** 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%

## CONYEGREE 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	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%

## HAWSBILLS 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%

## OUNDL 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%

# 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

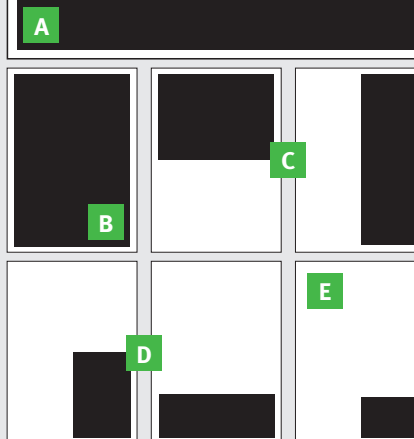




Please use the [www.pass4press.com](http://www.pass4press.com) website for information that will prevent errors and save time ( <http://www.ppa.co.uk/resources/guides-and-standards/production/pass4press/> ). In doing so, you should be able to produce error free files. If you have any other queries please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

### ADVERTISING MANAGER

Dawn Birch-James MA  
M: +44 [0]7986 609141 T: +44 [0]1733 595560  
Email: [dawn@themomentmagazine.com](mailto:dawn@themomentmagazine.com)

### 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

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# ***THE MOMENT*** **2020 PRODUCTION** **SCHEDULE**

## ● **FEBRUARY**

Publication – January 14

Ad creative – December 16

## ● **APRIL**

Publication – March 6

Ad creative – February 19

## ● **JUNE**

Publication – May 1

Ad creative – April 15

## ● **AUGUST**

Publication – July 3

Ad creative – June 17

## ● **OCTOBER**

Publication – September 4

Ad creative – August 18

## ● **DECEMBER**

Publication – November 6

Ad creative – October 21

