



creative STEPS

Learning through creative play

MEDIA INFORMATION 2009



Who reads Creative Steps?



“Thank you for Creative Steps – it is a godsend to me and other childminders. Well Done!”

- Nursery and primary school teachers
- Childminders and nannies
- Pre-school, toddler and playgroup organizers
- Extended day/wrap-around care and holiday clubs
- Sure Start/Children’s Centres
- Parents and grandparents
- Home educators
- Brownie, Guide and Scouting leaders

Indeed, anyone involved in early years childcare and education looking for fun, creative ideas and inspiration.

“I am a parent, Brown Owl and classroom assistant – Creative Steps is great for all my roles!”

The circulation of **Creative Steps** has already reached almost 3000 named subscribers, with new subscriptions coming online every day. The introduction of the **Early Years Foundation Stage** in Sept.08 ensures that the importance of creative learning for young children has never been higher. **Creative Steps** is ideally positioned to provide early years carers and educators with the creative framework to meet the EYFS elements.

Each issue also now contains a wider selection of **group activities** and a greater emphasis on multi-cultural themes for those working in KS1 & KS2.

Results of the last **Reader Survey**, indicate a total pass-on readership in the region of **10,000 readers per issue**, most of who work in group settings, with the opportunity for multiple unit purchases.

Creative Steps has broad appeal and is the only craft magazine in the UK aimed specifically at providing creative activities for everyone working with children from 0 to 11 years old. To reach these active, creative carers contact us now to discuss your marketing requirements.

t: 01233 503055

e: john@creativesteps.co.uk

www.creativesteps.co.uk



2009 Advertising Rates

DISPLAY ADVERTISING

	<u>Number of insertions</u>		
	<u>1 x</u>	<u>3 x</u>	<u>6 x</u>
Full Page	£745	£670	£595
Half Page	£400	£360	£320
Quarter Page	£215	£195	£175
Eighth Page	£130	£115	£100
COVERS	£820	£740	£665

CLASSIFIED ADVERTISING

£8 per column centimetre
(min. ad size – 3cm x 1 column)

Advertising Agency Commission 10%
All rates shown net of VAT

INSERTS

From £55 per 1,000
(price on application, dependent on weight)

WEBSITE

Banner ads, Spot ads available – prices on application
Web stats: www.creativesteps.co.uk is currently receiving around **50,000 unique visitors** per year, with a 137% increase year on year to 2008

MECHANICAL DATA

Format	A4
Trim size	297 x 210mm
Bleed	303 x 216mm
Type area	270 x 188mm
½ Page	135 x 188mm (h) or 270 x 90mm (v)
¼ Page	135 x 90mm
1/8 Page	66 x 90mm

PRODUCTION SPECIFICATIONS

Advertisement copy required as a digital file, saved as TIFF, high quality JPEG or press ready PDF with fonts embedded, at a min. resolution of 300dpi, CMYK and sized to the dimensions above.

Print Method	Litho, sheet fed
Screen Ruling	Mono, Colour, 170 lpi
Production Note	Other file formats may be acceptable – please check prior to sending.

For further details, please contact:

John Hopley, Bubbles Publishing Ltd.,
PO Box 111, Ashford, Kent, UK. TN23 9DX
 Tel: 01233 503055 Email: john@creativesteps.co.uk www.CreativeSteps.co.uk



The digital online magazine for Morton Michel policy holders and *ChildCare Club* members

Circulation & Editorial profile

Creative Minds is sent to members of the **Morton Michel ChildCare Club**, policy holders with **Morton Michel**, the market leaders in childcare insurance for over 40 years.

Founded in 1964, **Morton Michel** is the leading intermediary in childcare insurance. As specialists in this field, **Morton Michel** has unrivalled expertise and currently arranges cover for over 10,000 nurseries and pre-schools, 20,000 childminders and nannies, 6,000 out of school clubs and numerous other social and voluntary groups connected with childcare.

Each quarter, **ChildCare Club** members receive **Creative Minds** - a digital magazine packed with fun creative activities and ideas for anyone working in early years settings. The projects are designed to support the Early Years Foundation Stage framework across the curriculum.

The ideas are organised by age groups, for the 0-5's, 5-7's and 7-11 year olds, and are intended for both group and individual activities. The projects include clear step-by-step instructions, quality colour photography and printable templates – ideal for group activities.

Morton Michel ChildCare Club members enjoy a number of exclusive benefits from a supplier they trust; ensuring your advertising in **Creative Minds** is reaching potential customers receptive to your message.

To discuss your advertising plans and discounts for using both **Creative Steps** and **Creative Minds** please contact:

John Hopley
Bubbles Publishing Ltd.
PO Box 111, Ashford, Kent TN23 9DX
t: 01233 503055
m: 07770 372945
e: john@creativesteps.co.uk
www.creativesteps.co.uk





The digital online magazine for Morton Michel policy holders and Child Care Club members

2009 Advertising Rates

DISPLAY ADVERTISING

	<u>Number of insertions</u>	
	<u>1 x</u>	<u>4x</u>
Full Page	£1200	£899
Half Page	£650	£480
Quarter Page	£395	£295
COVERS	£1320	£990

Creative Minds is published by Bubbles Publishing Ltd, publishers of **Creative Steps** magazine, on behalf of **Morton Michel**. Discounted rates are available for advertising in both **Creative Minds** (digital) and **Creative Steps** (bimonthly printed edition).

MECHANICAL DATA

Format	A4 (digital)
Trim size	297 x 210mm
Bleed	303 x 216mm
Type area	270 x 188mm
½ Page	135 x 188mm (h) or 270 x 90mm (v)
¼ Page	135 x 90mm

PRODUCTION SPECIFICATIONS

Advertisement copy required as a digital file, saved as hi res PDF with fonts embedded, at a minimum resolution of 300dpi, CMYK and sized to the dimensions above.

Advertising copy in **Creative Minds** can include links direct to advertiser's websites, live email addresses and active content such as video clips.

For more information on how to maximise the impact of your advertising copy, please contact:

John Hopley
Bubbles Publishing Ltd.
PO Box 111, Ashford, Kent TN23 9DX
t: 01233 503055
m: 07770 372945
e: john@creativesteps.co.uk
www.CreativeSteps.co.uk



creative

PLAY AWARDS 2008

NEW in 2008!

The inaugural **Creative Play Awards** recognise the latest and best creative toys available in the UK.

The scheme, which is the first to be specifically designed for creative play products for children aged 0-11 years, has specific categories and three age groups. Boy's Craft, Girl's Craft, Modelling, Science and Imaginative Role-play are amongst the categories and all products will be tested by three independent settings.

The cost of entry per product is **£120** and the deadline is **31st July 2008**, although the organisers are able to accommodate late entries under exceptional circumstances.

For more information or for an awards pack please contact steve@evolution-pr.co.uk

A special **Awards Supplement** will be published and distributed with the November/December issue of **Creative Steps**, featuring all the award winners and offers an excellent advertising opportunity for all suppliers of creative toys.



Deadline for advertising in the Awards supplement is **October 3rd 2008**.

To discuss space availability, please contact John Hopley on 01233 503055 or by email: john@creativesteps.co.uk

Bubbles Publishing Ltd.
PO Box 111, Kingsnorth, Ashford, Kent. TN23 9DX
Tel: 01233 503055 Fax: 01233 501107 email: info@creativesteps.co.uk
www.creativesteps.co.uk Registered in England No. 5708600