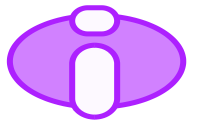




**THE FAMILY INFORMATION BOOKLET  
THE HOUSEHOLDERS INFORMATION BOOKLET  
CONTACT: MELISSA HEATH  
TELEPHONE: 01945-474714  
Email:Familyinfo@aol.com  
WEB:www.familyinformation.co.uk**



Dear Sir or Madam

Please find enclosed media pack and if requested a previous publication . The booklets are due to go out in the Autumn. As well as distributing booklets to places parents go, I also distribute the booklets through Primary Schools in the book bags, so the children bring them home direct to their parents. The parents then keep the booklet for 6 months as they have season specific information. PLEASE NOTE THAT YOU QUALIFY FOR AN INTRODUCTORY 10 % DISCOUNT

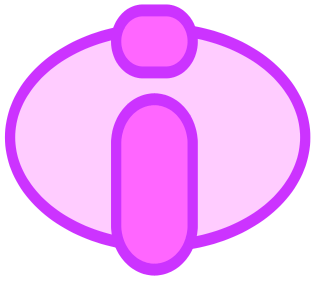
Please could you let me know asap if you are interested . Please could you confirm the size you require by copy date. I look forward to hearing from you.

Kind Regards

Mrs M Heath

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**111 Outwell Road  
Elm  
Wisbech  
Cambridgeshire  
PE14 0EA**



# THE FAMILY INFORMATION BOOKLET

## A Brief Business Synopsis

August/September 2007



The Family Information Booklet is part of The Information Group of booklets which is a publishing company based in the East Anglia Region.



The information group consists of at present 2 different booklets: The Householders Information Booklet Which is delivered direct to peoples homes and the Family Information Booklet which is a targeted Publication for Parents with children under the age of 12. We also offer web design through an affiliate program with JS WEB DESIGN.



The Family Information Booklet was started in December 2003 as a way of putting much needed information for Parents of Children 0 -11 years in one place.



The Family Information booklet was the brainchild of Melissa Heath who after moving to the area of Cambridgeshire found it was very hard to track down current information about services and things to do for children and their parents.



The first Family Information Booklet was published in March 2004 for the area of Wisbech and Villages, Cambridgeshire and has grown from there. We are now publishing in 14 areas in Cambridgeshire, Norfolk and Suffolk and hope to expand through the help of telesales people and franchising.



The Family Information Booklet is printed by [www.mercuryprinting.co.uk](http://www.mercuryprinting.co.uk)  
Each booklet is published twice yearly at present (to be 3 times shortly in some areas) and contains lots of useful information about what to do and where to go in one easy to read booklet.



The booklet has sections such as Party time and Weddings, Days out & Things to Do Guide, Childcare, Pets & Horses, and also lots of interesting pages for Adults such as Diet and Fitness , and also a really great section to find local tradespeople in your area.



Each booklet has a minimum distribution of 2500 and is distributed free through Schools, Playgroups, Toddler Groups and in some areas Health Centres in each local area.



Free lineage adverts are available to anyone who runs a playgroup, toddler group, helpline or after school activity such as cubs.  
Reduced rate advertisements are available to Charities, & Childminders & in some special circumstances

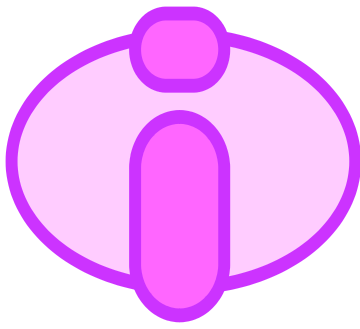


Adverts for business start from £27 per booklet, which is well within the reach for most small businesses and Party planners.

THE FAMILY INFORMATION BOOKLET- If you're child and parent friendly you've got to be in it!



We have recently launched a web site [www.familyinformation.co.uk](http://www.familyinformation.co.uk) which is great way for Parents to access Information about what's available in their area and more further afield. There is also information if you are interested in advertising.



## Family Information Booklets Planned for Autumn/Winter '07

Ely, Littleport and Villages  
 Wisbech & Villages  
 Swaffham , Thetford and villages  
 Peterborough  
 Kings Lynn , Downham Market & villages  
 March, Chatteris and villages  
 Newmarket , Brandon and villages  
 Cambridge and villages  
 Huntingdon , St Ives, St Neots and Villages  
 Whittlesey  
 Long Sutton , Holbeach & Spalding  
 Norwich

Copy Date	Approx Publish Date
passed	19th Oct
passed	19th Oct
20/9/07	October
9/11/07	Late Nov
9/11/07	Late Nov
9/11/07	Late Nov
9/11/07	Late Nov
09/11/07	Late Nov
9/11/07	Late Nov
TBC	October
20/09/07	October
TBC	TBC

### Why advertise with The Family Information Booklet?

The booklet is targeted to parents so you know that your advert is just getting to the people that you want to see it.

It is distributed in your local area, why pay out large sums of money to advertise in an area you don't want to. (Although we do offer big discounts for multiple booklets.)

The Family Information Booklet this season has a new format- it has a full colour cover and the pages are all 115 gramme gloss so therefore is eye catching and has a 'nice feel' to it.

It is issued at present every six months so has a long shelf life and Parents can keep returning to it during the that season.

The booklet is A5 and is usually between 12 & 28 pages depending on area and season , so your advert won't 'Get lost'

The booklet not only has adverts but also lots of ideas of thing to do and Days Out.

### Advertising Guidelines

Please if possible could you advise me that you wish to take an advert at least one week before the copy date.

Please could you get all adverts to me by the copy date unless otherwise agreed.

All payments to be credited by print date unless otherwise agreed.

Formats preferred are JPG, GIF, or PDF although a full design service is a available, please contact me for details.

Please send all hard copies to the address on page 3. Email is preferred, to email on page 3.

If you require a proof please can you advise at time of sending in advert as proof will not automatically be sent.

Dates of publication are approximate, if you have a date sensitive advert then please check print date.

# 2007 Advertising Rates

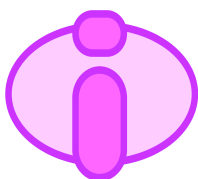
	Mono	Colour	Charity
1/8 Page 62mm by 42mm	27.00	30.00	20.00
1/4 Page 62mm by 90mm	42.00	47.00	32.00
1/2 Page 130mm by 90mm	75.00	85.00	57.00
Full Page A5	130.00	150.00	105.00
Front Cover + 1/2 page editorial	.....	175.00	.....
Back Page + 1/2 page editorial	.....	150.00	.....

Discounts for more than one booklet(can be different booklets or different seasons or both)  
 2 booklets 10% 3 booklets 20% 5 booklets 30% 7 booklets 40% 10 or more booklets 50%

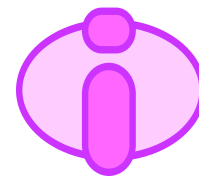
There is also an opportunity in some booklet to sponsor the toddler group page, cost £80.00, this consists of 1/4 page advert and also wording running around page 'this page was sponsored by'

Web Site advert- 27.00 for 1 year- which consists of logo, address,email,,telephone number , link to website (if applicable)& 100 word write up. My website goes on more than 30000 booklets and is listed on Google Search. If you do not have a website and would like one please ask for details.

A note on free lineage. All toddler groups and Playgroups can have a free line as can non profit groups such as scouts. Editorial is possible with full price 1/4 pages and above, this is usually 100 words if you Advertise in sections: Things to do, Dance & Drama, Sports, Party Time. Also there are some opportunities for People offering services in the above sections to have a 30 word editorial whether they pay for an advert or not(100 words if a tourist attraction). The editor reserves the right to omit /edit if there isn't space. The editor also reserves the right to use text from advert or editorial in adjacent booklets if it will be beneficial .



The Family Information Booklet  
 111 Outwell Road  
 Elm, Wisbech  
 Cambridgeshire  
 Pe14 0ea



Email  
 Familyinfo@aol.com

Contact Melissa Heath  
 01945-474714

[www.familyinformation.co.uk](http://www.familyinformation.co.uk)