



creative

STEPS

Learning through creative play

NOW Available in Print & Online

MEDIA
INFORMATION
2011



Who reads Creative Steps?



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

In the UK:

- 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

Globally:

Anyone involved in the care or education of children under 12 years

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 importance creative learning plays in the development of 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 key 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**.

The circulation of **Creative Steps** has already reached almost 3500 named subscribers in the UK, with new subscriptions being added each week, plus copy sales through the **HobbyCraft** stores in the UK. The introduction of a **full online digital version** allows subscribers around the world instant access to the latest issue.

Readership Doubles!

An agreement with **Childcare.co.uk** (Sept 2010) enables all **15,000** of their Gold Members free access to the digital version, effectively **doubling the readership!**

Results of the latest Reader Survey indicate a total pass-on readership of the printed edition in the region of **12,500 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

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2011 Advertising Rates

DISPLAY ADVERTISING – ads appear in printed and online editions

	<u>Number of insertions</u>	
	<u>1 x</u>	<u>4 x</u>
Full Page	£745	£595
Half Page	£400	£320
Quarter Page	£215	£175
Eighth Page	£130	£100
COVERS	£820	£665

INSERTS

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 **80,000 unique visitors** per year, with 2 million hits.

E-Newsletter Sponsorship

Each month **Creative Steps** distributes around **50,000 email** newsletters to Childminders, Early Years Professionals, Nursery & Primary Schools.

Banner ads and sponsorship opportunities available.

MECHANICAL DATA

Format	A4
Trim size	297 x 210mm
Bleed	303 x 216mm
Type area - page	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.

DIGITAL edition – ads can incorporate video and Flash elements for increased impact.

Published: MARCH – JUNE – SEPTEMBER - DECEMBER

For further details, please contact: John Hopley, Bubbles Publishing Ltd.,

PO Box 111, Ashford, Kent, UK. TN23 9DX

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www.CreativeSteps.co.uk

creative MINDS

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 45 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. Advertisers in **Creative Minds** benefit from direct click-through response from their advertising to their own website, increasing the effectiveness of the campaign.

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

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MortonMichel
THE CHILDCARE INSURANCE SPECIALIST
www.mortonmichel.com


Bubbles
PUBLISHING LTD

creative

MINDS

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

2011 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:

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MortonMichel
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Bubbles
PUBLISHING LTD



Enter your creative products in 2011!

Entries for the **Creative Play Awards in 2010** more than doubled, recognising the latest and best creative toys available in the UK. These Awards are becoming recognised by the toy industry as an important measure for their creative play products.

Entrants included: Interplay, Character Options, Little Tikes, V-Tech, Flair, Orchard Toys, Spinmaster, Zoggs, Findel, Wow!, Learning Resources, HippyChick and more. A full list of winners is available on application.

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 Kits, Imaginative Role-play, Class Packs** and new categories for **Electronic & Multimedia** and **Books & Teaching Resources** are amongst the categories. All products are tested by three independent settings.

The cost of entry per product is just **£120** and the deadline for entries in 2011 is **to be confirmed**.



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

A special **Awards feature announcing the Winners and Highly Commended entries** will be published and distributed with the 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 feature is **November 11th 2010**.

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