



# Pre-School Portfolio

2016

**IMMEDIATE  
MEDIA**<sup>CO</sup>

# Why our Pre-School Portfolio?



**#1**

Our Y&C Pre-School portfolio is number one in the market with 53.1% share



**49%**

of our readers do not watch any commercial children's TV channels



**21%**

Pre-School circulation increase y-o-y in recent ABCs

# Impressive Reach

The Immediate Media Pre-School Portfolio reaches over four millions adults and over two million parents of young children every month!

That's over 30% of all parents in the UK with kids aged 0-5!

TITLE	CORE AGE	CIRCULATION
Andy's Amazing Adventures	3-4	41,821
CBeebies	3-4	58,353
CBeebies Art	4-6	61,196
CBeebies Special	3-5	55,373
The Clangers	2-5	26,444
Go-Jettters	3-6	39,000
Hey Duggee	3-6	20,675
In the Night Garden	1-3	25,126
Octonauts	3-5	34,473
Something Special	2-7	31,525
Swashbuckle	4-6	33,284
Toybox	4-6	23,452

**“Once we’ve got the magazine,  
we go back to it at least 3 or 4 times...  
it’s better than the TV all the time”**

— Kim, mum to Daisy, Cardiff

# Portfolio Benefits

1. Our portfolio promotes quality time between parent and child
2. 49% of our readers do not watch any commercial children's TV channels
3. Average reading time per issue is 56 minutes; adult title average is 45 minutes
4. We are the only commercial access point to the CBeebies audience
5. Maximum of 3 ad sites per issue, ensuring stand out

# Advertising Options

## PRINT Display

Full Page      £2,500

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Double Page Spread      £4,750

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## INSERTS

Loose      £35 cpt

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Bound in      £45 cpt

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Tip On      £55 cpt

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*Advertorials incur a 40% loading charge. Production costs may apply.  
Advertorials can be written and designed by our expert Editorial team.*

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Creative solutions also available including;  
events, research, apps and covermounts.



Get in touch  
with your  
Y&C contact  
for dates &  
deadlines

# Contacts

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## SENIOR SALES EXECUTIVE

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*For more information about Immediate Media's Youth & Children's contact: Immediate Media Co.  
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Thank you

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