



Two POINT Four MAGAZINE

twopointfourmagazine.co.uk

MEDIA
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What is Two Point Four magazine?

We happen to think **Two Point Four** is pretty unique. **Two Point Four** is Leicestershire and Rutland's premier glossy family magazine that parents read, share and keep. Published quarterly in printed and digital formats, it is distributed freely but with the design and editorial quality of a paid-for newsstand product. **Two Point Four** is

aimed at parents and wider family members of children of all ages, has a distinctly local twist, and packed full of original features including children's interests, activities, education and health tips, as well as aspirational lifestyle features for parents. **Two Point Four** has been created by magazine and publishing professionals and we know that it stands

out from the competition. Not only does **Two Point Four** reach a targeted audience, but the quality content ensures it is engaging and has longevity, offering you a better return for your advertising investment. By creating a magazine that parents value, retain and refer to time and again, advertisers are ensured long-lasting visibility and sales potential.

Reach and target audience

Two Point Four magazine has an estimated readership of 25-30,000 across Leicestershire and Rutland and is aimed at parents and other family members of pre-school and school-age children.

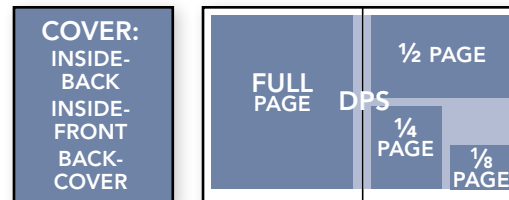
Distribution

Two Point Four magazine reaches and engages with its target audience in a highly valuable way, directly through partner preschools, mum and baby groups, nurseries and primary schools (sent home in book bags), as well as retailers, health services, supermarkets, leisure facilities, coffee shops, visitor attractions and more. It is also available on popular digital magazine platforms.

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Advertising rates and specifications



Artwork should be supplied as press-ready PDFs with CMYK images at 300dpi resolution or greater. A design and layout service for your advert can be offered if required, please enquire for rates. All rates include print plus digital magazine placement, and exclude VAT.

AD TYPE (W x H)	SINGLE ISSUE	2 ISSUES, IN ADVANCE (10% OFF)	4 ISSUES, IN ADVANCE (15% OFF)
Full back cover (210 x 265mm + 3mm bleed)	£ 750.00	£ 1,350.00	£ 2,550.00
Inside front cover (210 x 265mm + 3mm bleed)	£ 650.00	£ 1,170.00	£ 2,210.00
Inside back cover (210 x 265mm + 3mm bleed)	£ 550.00	£ 990.00	£ 1,870.00
Double page spread (DPS) (400 x 241mm)	£ 750.00	£ 1,350.00	£ 2,550.00
Full page, inner (190 x 241mm — portrait)	£ 400.00	£ 720.00	£ 1,360.00
½ page, inner (118.5 x 190 mm — landscape)	£ 225.00	£ 405.00	£ 765.00
¼ page, inner (93 x 118.5mm — portrait)	£ 150.00	£ 270.00	£ 510.00
⅛ page, inner (93 x 57mm — landscape)	£ 85.00	£ 153.50	£ 289.00

Contact

To enquire about placing an advert and the booking and artwork deadlines for the next available issue, please contact advertising@twopointfourmagazine.co.uk or give us a call on **01455 273281**. For editorial enquiries, please email editor@twopointfourmagazine.co.uk or call **01455 273281**.