

# familiesfirst Media Pack



## Britain's biggest selling Christian magazine

Families First has a circulation of approx 30,000 and a readership of 100,000

- **Subscribers 25,000**
- **Plus 4,600 copies through newsagents incl WHSmith & Menzies**
- **Plus 1200 copies to Ireland and overseas**
- **Hundreds more copies are bought by churches through our 'Take 10' scheme**
- **A third of Families First subscribers are in leadership positions – members of a PCC, Vicar, Curate, Minister or Priest or spouse of a Vicar, Curate, Minister or Priest.**
- **Full colour on every page**
- **Loyal readership:**
  - » 98% are female
  - » 96% are Anglicans
  - » 93% are 55+
  - » 93% are members of the Mothers' Union
  - » 60% are married / 32% widowed
  - » Most subscribers actively pass the magazine on to at least one or two other readers.
- **Leaflet insertion service available**

**Advertising**  
Cornerstone Vision  
28 Old Park Road, Peverell  
Plymouth PL3 4PY

t: 01752 225 623  
f: 01752 673 441  
glenda@cornerstonevision.com  
www.cornerstonevision.com



## Display Rates



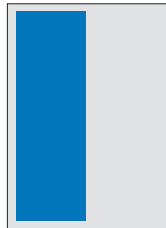
### Full page

303mm by 216mm bleed  
297mm by 210mm  
270mm by 188mm type area  
Outside back cover £1500  
Inside front/back cover £1350  
Full page £1200



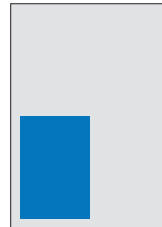
### Quarter page horizontal

65.5mm by 190mm  
£400



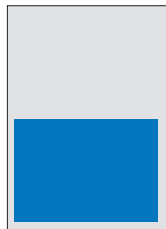
### Half page vertical

277mm by 92.5mm  
£700



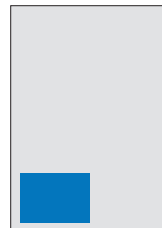
### Quarter page vertical

136mm by 92.5mm  
£400



### Half page horizontal

136mm by 190mm  
£700



### Eighth page horizontal

65.5mm by 92.5mm  
£250



### Classified Display

Single Column cm rate £20.00

### Classified Semi-Display

First 10 words £22.00  
Each additional word £1.50  
Picture £20.00

### Classified Lineage

First 10 words £22.00  
Each additional word £1.50

### Series Discounts

3 insertions 10%

### Special Positions

Extra for guaranteed position add 10%

### Loose Inserts\*

£50 per 1,000 for full mailing  
Weight up to 10 gms  
Weight surcharge £2 per g /1000  
Stitched insert – price on application  
Carrier sheet, one side A4 £1250

\*available in March/April and September/October editions only.  
Inserts are only carried in the UK Subscribers copies, ie 25,000 copies

### Conditions

Full pre-payment must be received before an advertisement appears. A 10% discount applies when three consecutive advertisements are booked in advance. A limited number of booking reminders will be sent, but advertisers should note that it is their responsibility to allow enough time to pre-book their advertisement. While all reasonable care is taken with advertisements, we regret that neither Families First nor Cornerstone Vision can accept responsibility for any claims or services offered. We reserve the right to refuse to accept, or to repeat advertisements which we feel may be unacceptable to our readers.

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## Artwork & Deadlines

If you're sending your advert to us copy can only be received in a digital format, on CD or by email. The preferred format is Hi Res PDF or JPEG. Any colours sent should be made up using CMYK process colours (not RGB).

We have an in-house design team and advertisements can be designed if requested. If we're setting your advert we need a hard copy of your advert text, plus text and logo's/ images in electronic format, with an indication of how you'd like your advert to look. We can only set adverts with fonts that we own, due to copyright law. Please ask for details and costs.

If any logos or pictures are to be included, we will need you to supply a high quality image to work from. Do not include logos, images and pictures within a text or Word document. Please send them separately, and fax or email over a proposed layout.

Pictures should be at 300dpi. Please send your picture as near to copy size as possible. It is better to send a larger picture than a smaller one.

We will email a proof prior to printing. It is your responsibility to check for mistakes made at inputting stage. We cannot accept any responsibilities for errors made to your advert. Failure to confirm an advert prior to deadline will be taken as acceptance of copy.

### Artwork delivery address:

Cornerstone Vision  
28 Old Park Road, Peverell  
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t: 01752 225623  
f: 01752 673441  
e: kim@cornerstonevision.com

**Advertising**  
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# Polymer play

RIN SIMPSON REDISCOVERS A NEW - AND MORE GROWN UP - WORLD OF POLYMER CLAY MODELLING

**I** started using polymer clay when I was a kid and, by the time I reached my teens, had become a little bored with what I did as a child. I didn't want to do anything that was too simple or that I could do in ten minutes. I was looking for something that was more challenging and that I could do in my spare time. I found it in polymer clay modelling. It's a craft that has been around for centuries, but it's only in the last few years that it has become popular again. I started with a simple necklace and then moved on to more complex pieces. I found that I enjoyed the process of creating something from nothing. It's a great way to spend your free time and it's also a great way to express your creativity.

### WHAT IS IT?

Polymer clay is not really clay at all. It is actually a material similar to PVC, but it acts like a clay because of its texture, which is malleable. In its uncooked state it can be moulded and squished into all sorts of shapes and then baked at a low temperature (anywhere between 100C and 160C) to cause it to set solid. Such a handy and crafty, it is available in a huge range of colours as well as some metallic, translucent or glittery finishes, and even glow in the dark. Colours can be brought mixed to form marble-like patterns, or fully blended so you can mix paints - red plus blue equals purple, and so on.

### WHAT CAN YOU DO WITH IT?

Polymer clay is incredibly versatile and can be used to make anything from the most simple objects to complicated sculptures and detailed jewellery. I began my adventures with this material by making 'cubes', where a lump of clay is coated with a pattern made through the entire length, much like a block of Brighton rock. Then they can be sliced into identical discs, which can be turned into plates and bowls, or pressed into a patterned shell. I left the pieces to dry for a few days before painting. It's a great way to spend your free time and it's also a great way to express your creativity.

### HOW DO I START?

As with most crafts, the best way to learn is by experience. Start off with one colour and work a piece of it in your hand for a few minutes to soften it, then begin to shape it, feeling how the substance works and moves. Try rolling it, squashing it, stretching it - it's important that you know how the clay behaves. Then add another



## Deadlines

### Issue 26 January - February

Publication date 18 December 2012  
Display deadline 07 November 2012

### Issue 27 March - April

Publication date 08 February 2013  
Display deadline 04 January 2013  
Insert delivery deadline 28 January 2013

### Issue 28 May - June

Publication date 11 April 2013  
Display deadline 08 March 2013

### Issue 29 July - August

Publication date 10 June 2013  
Display deadline 02 May 2013

### Issue 30 September - October

Publication date 09 August 2013  
Display deadline 12 July 2013  
Insert delivery deadline 29 July 2013

### Issue 31 November - December

Publication date 07 October 2013  
Display deadline 29 August 2013

