



“We have been really pleased with our editorial in Cheshire Mums Magazine. The photographs and the article were of a very high standard.”

Amanda Dunlop, Manager- bulthaupt Wilmslow

# cheshiremums

## MAGAZINE

Cheshire Mums Magazine was created at the beginning of 2009, and already attracted attention from corporate key advertisers before it's official launch date! Cheshire Mums Magazine is a quarterly publication in A5 format, distributed free to local families in Cheshire and South Manchester, covering some of the most affluent areas of the county, such as Wilmslow, Knutsford, Alderley Edge, Prestbury, Hale, Bowdon, and Bramhall.

The exciting mix of parenting, family lifestyle features, local information, fashion and beauty, makes it a fantastic opportunity for highly targeted marketing to a core audience. Articles explore the wide array of choices available to parents, constantly striving to source ethical alternatives. Our readership have a high disposable income and take the health and education of their children seriously. Cheshire Mums Magazine is set to become a respected and invaluable source of information, on a wide range of parenting and lifestyle subjects, made by Cheshire Mums for Cheshire Mums. Our ethical guidelines are reflected in the use of PEFC certified paper, and vegetable based ink for our independently published handbag-sized magazine.

*Sandra*

Sandra Harris  
Founder and Director  
Cheshire Mums

## Circulation

Circulation is **15 000** to **20 000** Estimated readership of **60 000**

## Distribution

Alongside our quarterly printed magazine we make PDF versions of each issue available on our website, reaching an even wider audience and maximising exposure for our advertisers.

Cheshire Mums Magazine is distributed free to families in Cheshire and South Manchester. Distribution is primarily through selected department stores, supermarkets, café's , playgroups, schools, nurseries and activity classes, as well as libraries, hospitals and doctor's surgeries.

## Cheshire Mums Top 5 Organic Beauty Products

cheshiremums

All Cheshire Mums we have compiled a list of our very own Top Five must-have organic products that have all been listed by all and earned their place on our bathroom shelves and in our handbags and baby changing bags.

**Leaves lip Shee Hoo & Strawberry, £4.25**

The Lip Shee contains natural berry extracts, Vitamin E and Jojoba Oil to keep lips soft and also contains sun-protectants. Winner of the Natural Health Magazine Beauty Award 2009.

Included on the Innovation Prize of The Trust of The Bodybuck 2009 in Europe for this new product!

Leaves Shee lip soft and moist order available on 01625 870167 / www.leaves.co.uk



**Dr. Hauschka Mascara, brown, £6.45, £10.96**

This natural mascara gives vibrant colour to the eyelashes and is perfect for colouring and enhancing the lashes. It contains natural pigment colour, vitamins, vegetable and mineral essences. Its plant and herb extracts nourish and protect. It is dermatologically tested and should be used within 6 months of opening.

Dr. Hauschka Tel: 01366 791 022



**Wakadu Skin Food, £10.95**

This baby is a true favourite of the Cheshire mums team. It has just won the chosen beauty product of the year award at the UK Beauty Awards 2009, and before that was the best baby secret of mums and nannies.

Wakadu Skin Food is a nourishing and hydrating treatment for the whole body, especially baby's feet and elbows. Made with organic sunflower seed oil, and extracts of wild yam, chamomile, calendula and rosehip, Wakadu is a natural skin food that is a generally underutilised complexion. Skin it is delicately fragranced with refreshing essential oils including rose, orange and lavender and is the natural choice for everyday care of the face and body. It can be used as a protective cream in harsh weather and is excellent for anyone regularly out of doors. Suitable for vegans.

Wakadu Tel: 0116 264322



**Tara Swish Curl Conditioner, 100ml & 250ml, £2.25-£4.99**

Curl Conditioner hydrates and combats frizz with organic Rosemary leaf extract and Olive Oil extract, the result: glossy waves and curls with zero frizz. Conditioner can also be used as a leave-in conditioner for extra hydration and manageability. Rosemary leaf extract combines with hydrolysed soybean protein to encourage the hair while keeping the cuticle flexible. Key ingredients include: Rosemary leaf extract, a well established antioxidant with stimulating properties to nourish the hair and enhance blood circulation of the scalp.

Tara Swish Big Baby Savvy Shampoo, 100ml & 250ml, £2.25-£4.99

With an essence of natural ingredients creating Tara's new BIG BABY SAVVY Shampoo, mothers and babies can now share this organic solution for a nourishing hair care routine, protecting the hair on both mother and baby.

Tara's natural and organic hair care range is now available in ASDA (from August) and online at www.babybuck.com in addition to The Bodybuck website in the UK.



feather & black *stylish bedroom ideas*  
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Cheshire Mums (UK) Ltd  
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Manchester  
306-310, Chatterbox, 811 017  
Tel: 0161 6399 345

Widnes  
100-102, Stinson, West Lane,  
L63 5AP Tel: 0151 342 4199

Check out [www.featherandblack.com](http://www.featherandblack.com) or call 01904 876900

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## Publication Dates

### Issue

Winter 09/10  
Spring 2010  
Summer 2010  
Autumn 2010

### Copy Date

November 2nd  
February 10th  
May 19th  
August 2nd

### Publication

December 3rd  
March 8th  
June 21st  
September 9th

## Advertising Rates

Full page (135 x 170mm): £795 + 10% for advertorial

Half page (135 x 85mm): £425

Quarter (65 x 85mm): £195

Eighth (65 x 40mm): £80

Directory: £45

Back cover (Trimmed: 148 x 210mm, Bleed size: 215 x 153mm): £1192

Inside back or front cover (135 x 170mm): £1046

Artwork should be supplied as high resolution (300dpi) JPEG, EPS or PDF format in CMYK colour profile.

inside pages

cheshiremums  
MAGAZINE

FULL PAGE

135mm wide x 170mm deep  
£795

1/2 PAGE

135mm wide x 85mm deep  
£425

1/8 PAGE

65mm wide x  
40mm deep  
£80

1/4 PAGE

65mm wide x  
85mm deep  
£195



## Website

Just like our magazine, our fantastic new website is always packed full of interesting articles that are relevant to Cheshire parents and parents to be. Our vibrant website carries the magazine's positive message to an even wider audience, so advertising on our site creates the ultimate brand awareness with families.

We offer free classified listings to magazine advertisers and great value banner advertising opportunities on targeted pages or throughout the whole site. Just like in our magazine, if you don't yet have the artwork for your advert, our designers can produce it for you at a fixed rate.

For a limited period only we are pleased to offer you the following introductory prices:



## Website Advertising Rates

Leaderboard (570 x 74px)	single page: £250	home page: £450	sitewide: £POA
Sky Scraper (120 x 600px)	single page: £225	home page: £425	sitewide: £POA
Button 1 (120 x 90px)	single page: £60		
Button 2 (120 x 60px)	single page: £45		
Horizontal Banner(420 x 54px)	single page: £150		
Vertical Banner(120 x 240px)	single page: £150		

\* prices are based on a 3 month period in line with our publication dates. Discounts for multiple placements available.

Adverts should be supplied in JPEG, GIF or animated GIF format (max 15 seconds) File size should not exceed 40 KB.