

Eastbourne, Wealden & Lewes Family Grapevine

Little Smeads, Haywards Heath Rd, Balcombe,
West Sussex RH17 6NG

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The Family Grapevine

Eastbourne, Wealden & Lewes • A Sussex Family Grapevine

The Family Grapevine is a well established local telephone directory for families in A4 magazine format. It is published three times a year and generally distributed during the first week of March, July and November. Copies are free and are available for parents to pick up in a wide variety of locations throughout the area.

There is a wealth of information and support available to parents as they face new situations, however it is not always easy to find this information and the help that is required at the exact moment it is needed. The Family Grapevine aims to meet that need.

Each issue contains a huge collection of phone numbers including helplines, organisations and businesses. The extraordinary scope of listing categories means there is information in this publication for families with children of all ages. All the telephone number listings are included FREE of charge.

A local website supports the publication and provides additional information, local events and enhanced advertising opportunities to advertisers.

The principal characteristics of the publication are:

- listings of local telephone numbers
- relevant to families with children of all ages antenatal to 18
- free for readers to pick up
- as comprehensive and accurate as possible

Circulation

The circulation for Summer 2010 will be 18,000 copies.

Distribution

The Eastbourne, Wealden and Lewes Edition covers a large part of East Sussex. In July 09 the former Lewes and Uckfield Family Grapevine area was amalgamated into the Eastbourne and Wealden Grapevine.

Post codes to which we distribute are as follows: BN7 (part), BN8, BN9, BN20, BN21, BN22, BN23, BN24, BN25, BN26, BN27, TN5, TN19, TN20, TN21, TN22.

The principal towns and villages included are shown in the following list:

Eastbourne	Lewes	Hailsham	Seaford	Uckfield
Polegate	Pevensay	Newhaven	Ringmer	Cross in Hand
Wadhurst	Newick	Heathfield	Hurst Green	Maresfield
Broad Oak	Ticehurst	Burwash	Herstmonceux	Mayfield

This totals over 400 distribution points, all of which are under constant review to ensure maximum success in reaching parents. Copies are kept by readers and many organisations for reference.

Distribution points include:

libraries • leisure centres • health visitors for all new parents • Tescos, Sainsbury's and Co-op • town halls
health centres • Eastbourne DGH • nurseries • pre-schools • toddler groups • primary schools • children's
clothing and equipment outlets • gymnastics, music and dance clubs • church community groups





Advertising in The Eastbourne, Wealden and Lewes Family Grapevine

The Family Grapevine presentation and style makes it friendly and easy to read. Although the publication is principally a directory, readers also enjoy browsing through it. Advertising is valued and actively absorbed by our readers as it provides all the topical interest, colour and graphic content for each magazine.

Advertising with us gets your business in touch with the people that need your services at the time when they need it the most. Your advert will reach an important, established and growing market. Repeat advertising percentages are high, being consistently above 70%. For most businesses, advertising in The Family Grapevine works extremely well and is very good value as each advert is displayed for the 4 month life of the magazine.

Format & design

We accept many types of copy from a scribbled sketch to professional files. Our design service is free.

Send copy to **The Family Grapevine, Little Smeads, Haywards Heath Road, Balcombe, West Sussex RH17 6NG** or email it to **katherine@sussexfamilygrapevine.co.uk**. Digital copy may be submitted in a variety of file formats (but not Publisher, please!), JPG and PDF being the most common. All photos and files should be supplied at a minimum of 300dpi. Advertisements should be in CMYK colours. We do not accept responsibility for inaccuracy or loss of definition arising from conversion or re-sizing of adverts.

Advert sizes and rates (display and advertorial)

Magazine Ads - Our columns are 4.5 cm wide. Minimum size for a display advert is 6cm x 4.5cm. Rates are £8.50 per column cm, discounted to £7.50 for larger adverts over a quarter page in size. A discount of 10% is offered for an annual booking of three editions of the Eastbourne, Wealden and Lewes edition.

Web ads consist of your logo and contact details with a link through to your own web site and are a standard 147 (w) x 88 pixels (h) and last for a year. We quote separately for larger or more complex web ads. We can also include a simple web link from your web listing to your web site. This is included for annual bookings and for advertisements costing over £100 in any one issue, subject to payment being made by the due date.

Our most popular sizes are as follows:

Classified Adverts	Height cm	Width cm	Price	Web Link	Web Ad (per year)
Classified (Arial, no colour or graphics)	3	4.5	£20	£5	£25
Classified (Arial, with one colour, no graphics)	3	4.5	£25	£5	£25
Full Colour Display Adverts	Height cm	Width cm	Price	Web Link	Web Ad (per year)
Sixteenth of a page (portrait)	6	4.5	£51	£5	£25
Twelfth of a page (landscape)	4	9.5	£68	£5	£25
Eighth of a page (landscape)	6	9.5	£102	Included	£25
Sixth of a page (landscape)	8	9.5	£136	Included	£25
Quarter of a page (portrait)	12.5	9.5	£187	Included	£25
Half page (portrait)	25.5	9.5	£382	Included	Included
Half page (landscape)	12.5	19.5	£382	Included	Included
Full page with margins	25.5	19.5	£600	Included	Included
Full page with no margins and 3mm bleed area	30.3	21.3	£600	Included	Included

PPA Registered Agencies may request a commission at 10%.

Other Local Editions in Sussex and Kent

All of the Sussex/Kent editors work closely together and this saves you from having to deal with more than one person. A discount is offered for a commitment to either a series of adverts in one area (minimum of three) or commitment to one advert in three or more areas.

Copy Deadlines

Copy deadline for the Summer issue is 1st June, Winter issue is 8th October and Spring issue is 8th March.