



Market environment



Parental Eye's launch comes at a crucial time in the education market when there is rising emphasis on increasing parental involvement in children's education, underlined by the Government's 1997 White Paper, Excellence in Schools, the national Aiming High Initiative, and its more recent Five Year Strategy for Education. Ofsted commentaries and reports also identify parental involvement as a key ingredient in an "invisible cocktail of factors" promoting achievement. The promotion of parental involvement is widespread and active, at LEA level, through the involvement of charitable bodies, research institutions and locally based projects.

Parents have become more discerning in their support of their children's learning and are looking for quality information to help inform their purchases. Parental Eye Magazine gives advertisers access to this prime audience at a time when the potential for growth has never been higher.

For further information

Telephone our sales team on

tel: 0845 226 8551

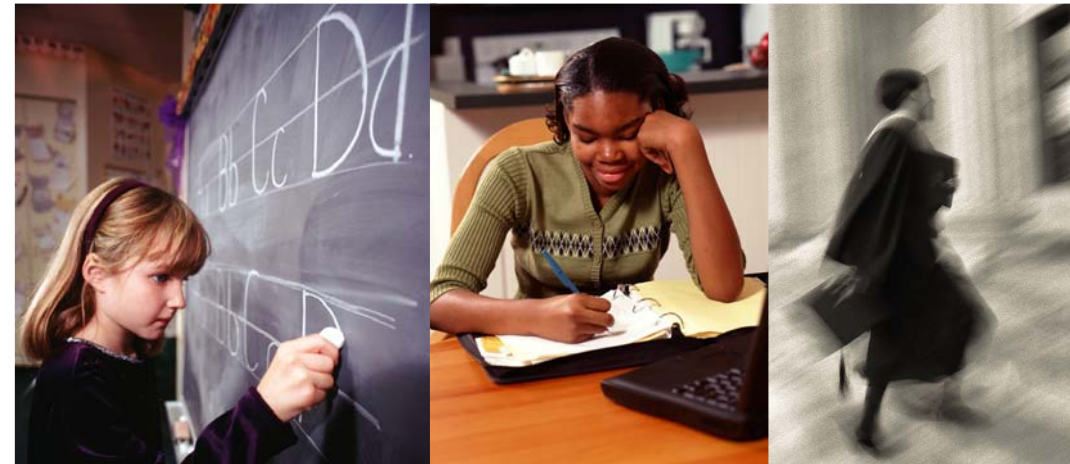
email sales@parentaleye.co.uk

Parental Eye Magazine, Unit 7F5, N17 Studios, 788 High Road, London N17 0DA

Parental Eye

MAGAZINE

www.parentaleye.co.uk



If you want to speak to parents, here's your microphone.

MEDIA PACK



The only national, quality consumer education title exclusively for parents.

Annual Subscription: £22.50

Circulation: 20,000

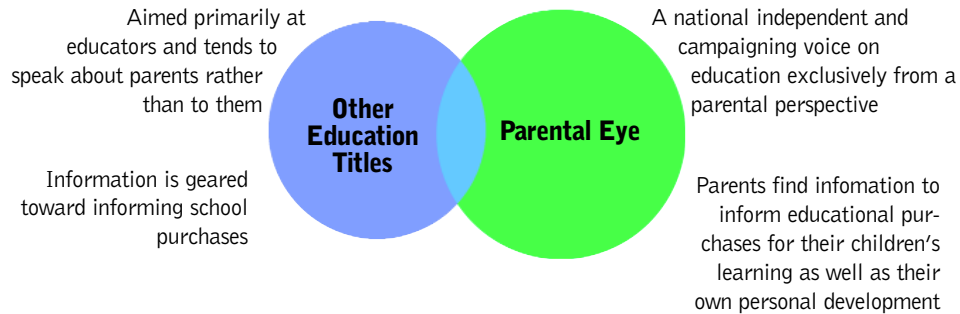
Readership: 40,000

Target readership: parents of children aged 4 upwards educated in England and Wales

A presence in Parental Eye Magazine will give you targeted exposure to parents who are actively seeking information to inform their purchasing decisions on educational products or services.

Published bi monthly, Parental Eye is targeted at 77% of the 7.1 million parents with children aged 4 to 16 who are educated in state-funded or -supported schools in England and Wales. The magazine is supported by primary and secondary schools in its target regions under a scheme called the Parental Eye Royalty Scheme for Schools, which works with schools, parenting groups and other supplementary education providers to further our reach to parents. It has support from the Parenting Involvement Unit at the Department for Education and Skills and other organisations that provide information and support to parents, children and young people. These partnerships form an integral part of the title's distribution strategy alongside our list of paid subscribers.

How do we stand out from our competitors?



Our marketing services

To maximise returns on your advertising investment in Parental Eye we offer customised solutions tailored to meet your specific brand objectives and designed to help drive your sales in a results oriented fashion.

We offer flexible 'pick and mix' advertising opportunities to suit your needs, such as

- PREMIUM SLOTS
- SPECIAL RATES FOR BLOCK BOOKINGS
- PROMOTIONAL SUPPORT THROUGH COMPETITIONS
- ADVERTORIALS
- CLICK-THROUGH WEB ADVERTISING

We present our clients with a number of prime opportunities to generate response by advertising around regular lively features tackling issues that really matter to our readers. Our content is determined by both our own and independent research into parents' information needs.

They include

MULTI MEDIA – use of information communication technology and software to support learning

FOLLOW THE CURRICULUM – breaks down aspects of the curriculum by Key Stages

RESOURCES – reviews a range of resources from parents' perspective (books, study guides, games across media formats)

OTHER WORLDS – international feature looking at education issues in other parts of the world

EXTRA CURRICULAR – sports, music, drama and other activities that can accentuate what children learn at home and school

ADULT EDUCATION – personal and academic opportunities for parents

HEALTH – wider look at how physical and psychological health impacts on learning

PARENTAL EYE DIRECTORY – listings for tutors, supplementary/complementary schools, courses and events for parents and children



Parental Eye Magazine

Technical Specifications and Advertising Rates

(Special discount packages available. Please call to discuss.)

Display		Trim	Bleed
Double spreads	£4,000	400 x 279mm	426 x 303mm
Full page	£2,400	190 x 279mm	216 x 303mm
Half	£1,400	190 x 138mm	216 x 150.5mm
Quarter	£750	94 x 138mm	
Eighth	£550	94 x 68mm	

PREMIUM POSITIONS: add 25%

Classifieds & Directory	£250	49 x 68mm
Classifieds listings	FREE (max. 32 words)	
Inserts and attachments	£19 per 1,000 - standard weight 130gsm	

All prices are subject to VAT at 17.5%

Artwork must be provided in EPS, Jpeg or PDF formats as CMYK separations and to a resolution of no less than 300dpi. We can accept advertisements via email, CD or Zip disks. All electronically submitted advertisements must be accompanied by a hard-copy proof, even if this is only a fax. Colour advertisements should preferably be accompanied by a colour proof – where a colour proof is not supplied no liability will be accepted for incorrect colour matches.

2005/6 Publishing Dates

Issue	Copy date	Street date
July/Aug 05	13 June	13 July
Sept/Oct 05	10 August	24 August
Nov/Dec 05	5 October	19 October
Jan/Feb 06	23 November	14 December



Profile of Parental Eye target readers

Socio economic grouping

Our target readership is the mid-market socio economic group that makes up 86% of the 7.1 million households with dependent children in England and Wales.³ 77% of these families have children in the target age range - 4 to 16.

Financial profile

Our target readership spends £33,583,000 each week on education alone.⁴

More than half of mothers - 65% - are in employment, a figure projected to continue to grow until 2006.⁵

Attitudes to education

Approximately 1 in 3 (29%) feel very involved in their child's school life, and 72% say they want more involvement in their children's education and help in areas such as understanding the curriculum.⁶

Four out of ten of Parental Eye Magazine's target readers are unhappy with the state education system.⁷

Our target readers have higher aspirations on behalf of their children than parents in other socio-economic groups, confessing that they like to give their children all the things they did not have themselves.⁸

What our target readers buy

Around 30% say they use computers for helping with their children's schoolwork, general knowledge and for developing their own computer skills. 41% believe ICT helps their children achieve better results at school.⁹

Toy safety and educational value tie for top place among parents when deciding what toy to buy for their children.¹⁰

The number of parents spending money on out-of-school sports, music and other activities such as drama and art has increased over the past four years, particularly in the 5-9 and 10-15 age groups.¹¹

One in ten of all parents - and nearly one in five of those with children in the 10-15 age group - pay for extra tuition in school subjects.¹²

Fuelled by the emphasis on testing, the desire to make sure their children get the best from their education, our target readership is spending more on items such as educational toys, books and software.¹³

SOURCES

3. ONS
4. ONS Average family expenditure on education is £5.50 each week (slightly higher than health at 4.50).
5. Labour Force Survey
6. DFES-commissioned research to discover the extent of parental involvement in education and the perceived barriers to involvement.
7. Selling to and Profiting from Families, July 2003 Mintel
8. Selling to and Profiting from Families, July 2003 Mintel
9. The Department for Education and Skills (DFES)
10. Selling to and Profiting from Families, July 2003 Mintel
11. Selling to and Profiting from Families, July 2003 Mintel
12. Selling to and Profiting from Families, July 2003 Mintel
13. Selling to and Profiting from Families, July 2003 Mintel