



Reach Families Across Northern England with Bags of Info For Kids!



Looking to connect with the influential **families, friends, and relatives** market?

Want to promote your **special offers, events, or attractions** to thousands of households—**cost-effectively and with impact**? Look no further than **Bags of Info for Kids** — the dynamic, proven way to get your message directly into the hands of families across Northern England.

What is Bags of Info for Kids?

Bags of Info for Kids gives your business the opportunity to feature a **marketing brochure, information leaflet, or promotional voucher** inside a professionally **branded information pack**. These packs are distributed through **primary schools across Northern England**, perfectly timed ahead of the 2026 school holidays—when families are planning days out, trips, and activities.

It's the smart, trusted way to reach families at exactly the right moment.

Why It Works

Our service promotes **exciting destinations, activities, and offers** that families love—while targeting one of the most responsive and influential audiences: parents, relatives, and caregivers. Beyond commercial promotions, the packs also help raise awareness of important **educational, environmental, health, and safety** initiatives.

We take responsibility seriously maintaining a strict policy **against promoting unhealthy products or services**.

How It Works

We've partnered with **primary schools in selected Local Education Authorities** and have confirmed orders for **355,056 information packs** from **1,682 schools**. Distributed **just before the summer holidays**, each pack also includes a **family weekend prize draw**,

encouraging pupils to take their packs home and share them—amplifying your reach and visibility. It's a simple, effective way to ensure your message lands where it matters most: in the family home.

Flexible, Affordable Advertising Options

Tailor your campaign to suit your goals:

- **Select specific areas** to target.
- **Access discounts** for bookings across five or more areas.
- **Save more** with special rates for multiple items in the same pack.
- **Request a bespoke quote** for individual Local Education Authorities.

Our **rate card** outlines clear, competitive pricing and print quantities—making it easy to plan your campaign with confidence.

Get Started Today

Getting involved couldn't be simpler:

Complete our **online order form** or send a printed version by **post or email**.

For tailored advice or to discuss your campaign ideas, contact our friendly **Sales Team** — we'll be delighted to help you design the perfect promotion.

Let's Connect

015242 73907 mike@npdnorth.co.uk

Reach families. Inspire adventures.

Bags of Info for Kids — where great offers meet great audiences.

PS. WANT TO BE SEEN EVEN MORE? ASK ABOUT AN OUTWARD FACING POSITION IN THE PACK!

Welcome to Bags of Info For Kids!



TARGETING FAMILIES, FRIENDS, AND RELATIVES IN NORTHERN ENGLAND

Place your leaflets directly into the hands of families, friends and relatives using our unique service. Your leaflet will be included in a conveniently sized, attractively branded information pack supplied to all primary pupils in participating schools to take home just before main school holiday. Ideal for special offers, discount or redemption vouchers! Use your existing leaflet or print

one specially (**Any size to A5**).

To reserve your space, tick or type "Y" in the box(es) against the area(s) you want to cover. Prices are for one title per pack and exclude VAT. A surcharge may be applied to booklet or brochure formats. Email or post this page back to us and we will confirm the price and the order.

DISTRIBUTION AREA	TICK HERE FOR YOUR SELECTION	TOTAL FAMILIES	PRICE PER AREA
South Lakeland, Barrow-in-Furness, and Lancaster		12,943	£673.04
Carlisle, Copeland, Eden and Allerdale		17,971	£934.49
Blackpool, Wyre, and The Fylde		11,996	£551.82
Pendle, Burnley, Hyndburn, and the Ribble Valley		18,210	£910.50
Preston, Chorley, South Ribble		14,228	£711.40
Middlesbrough, Stockton-on-Tees & Darlington		17,464	£873.20
Leeds		28,780	£1,295.10
Bradford, Halifax & Calderdale		21,520	£968.40
Wakefield & Kirklees		21,239	£955.76
Hull, Beverley, Driffield & East Yorkshire		27,495	£1,220.73
County Durham		19,230	£869.40
Newcastle, North Tyneside & Northumberland		24,905	£1,120.73
Gateshead, Sunderland & South Tyneside		22,386	£1,007.37
York, Selby & Hambleton		12,356	£642.51
Scarborough, Ryedale, Malton & Pickering		5,380	£279.76
Skipton, Craven, Harrogate, Ripon, Richmond, Catterick & Leyburn		9,361	£468.05
Manchester, Salford & Trafford		30,470	£1,371.15
Blackburn, Bolton, Bury & Rossendale		23,957	£1,102.02
Southport, Wigan, St Helens, Sefton & West Lancashire		15,075	£693.45
		355,056	£17,411.73

All prices exclude VAT

Discount Structure: 5-8 areas 10% 9+ areas 20% Outward Facing Position in Pack Rate card + 20%

DEADLINE: Space must be booked and print stock with us by the 12th of June 2026



Name:

Organisation/Company:

Phone:

Email:

Purchase Order No:



Post to: Northern Print Distribution Limited, the Old Station Yard, Kirkby Lonsdale, LA6 2HP
E-mail to: mike@npdnorth.co.uk