



SUMMER 2024 EDITION REACH 354,151 FAMILIES JUST IN TIME FOR THE SCHOOL HOLIDAYS

Are you looking to tap into the influential families, friends, and relatives' market? Want to highlight special offers or events to a vast audience cost-effectively? Look no further than our dynamic service, **Bags of Info for Kids**.

What is it?

Bags of Info for Kids offers you the opportunity to feature your marketing brochure, informational leaflet, or special offer voucher within a branded information pack. These packs are then distributed to primary school pupils across Northern England, perfectly timed for the 2024 school holidays.

What does it do?

This service not only showcases exciting places to explore and activities to enjoy throughout Northern England but also targets the crucial families and relative's demographic. Additionally, it serves as an effective platform for raising awareness about educational, environmental, health, and safety topics. **We maintain a strict policy against promoting unhealthy products or services.**

How does it work?

We've partnered with primary schools in select local education authorities, receiving orders for **351,151** packs from **1652** schools. These packs, distributed just before the summer holidays, come with an added incentive: a prize draw for family weekends away, encouraging children to bring them home.

What are the costs?

Tailor your marketing by selecting specific areas to target. Our rate card outlines prices for each area and the required print quantity. Enjoy discounts for bookings across five or more areas, with special rates available for multiple print items in the same pack. We're also happy to provide separate quotes for individual education authority areas upon request.

How to get started?

It's easy! Complete the online order form or send us a printed copy via mail or email. For any inquiries or detailed discussions about our service, reach out to our Sales Team. We're eager to assist you.

Have questions?

Feel free to contact our Sales Team at **015242 73907** or email us at **mike@npdnorth.co.uk**. We're here to help and excited to collaborate with you.

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

www.bagsofinforkids.co.uk



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 fax this page back to us and we will confirm the price and the order.

DEADLINE: Space must be booked and print stock with us by the 20th of June 2024

DISTRIBUTION AREA	TICK HERE FOR YOUR SELECTION	TOTAL FAMILIES	PRICE PER AREA
South Lakeland, Barrow-in-Furness, and Lancaster		13,152	£644.45
Carlisle, Copeland, Eden and Allerdale		18,209	£892.24
Blackpool, Wyre, and The Fylde		12,004	£528.18
Pendle, Burnley, Hyndburn, and the Ribble Valley		18,295	£878.16
Preston, Chorley, South Ribble		14,924	£716.35
Middlesbrough, Stockton-on-Tees & Darlington		17,303	£830.54
Leeds		28,764	£1,236.85
Bradford, Halifax & Calderdale		20,545	£821.80
Wakefield & Kirklees		20,223	£808.92
Hull, Beverley, Driffield & East Yorkshire		28,028	£1,065.06
County Durham		19,493	£779.72
Newcastle, North Tyneside & Northumberland		24,739	£989.56
Gateshead, Sunderland & South Tyneside		22,771	£910.84
York, Selby & Hambleton		11,923	£572.30
Scarborough, Ryedale, Malton & Pickering		5,007	£250.35

Skipton, Craven, Harrogate, Ripon, Richmond, Catterick & Leyburn		9,227	£442.90
Manchester, Salford & Trafford		30,988	£1,239.52
Blackburn, Bolton, Bury & Rossendale		24,224	£1,065.86
Southport, Wigan, St Helens, Sefton & West Lancashire		14,332	£630.61
		354,151	£15,304.21

All prices exclude VAT

Discount Structure
5-8 areas
9+ areas
Outward Facing Position in Pack

10%
20%
Rate card + 20%

Name: _____

Organisation/Company: _____

Phone: _____

Email: _____

Purchase Order No: _____

Fax Completed order to: 015242 73194

**Post to: Northern Print Distribution Limited,
the Old Station Yard
Kirkby Lonsdale
LA6 2HP**



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