



The UK's only vegetarian newspaper supplement

www.veggietimes.co.uk

Media Kit 2007/08

For all your advertising queries
please contact:

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Veggie Times - A monthly to sink your teeth into

Introducing **Veggie Times**

The UK's only vegetarian newspaper supplement

- As the UK's first and only vegetarian newspaper supplement, **Veggie Times** presents a unique selling opportunity.
- A fun-filled, lively read, **Veggie Times** is packed with diet and lifestyle news and advice, veggie celebrity interviews, your readers' offers, competitions and much, much more...
- Published monthly as part of The Enquirer newspaper, with up to 60,000 copies distributed around Essex and into London, **Veggie Times** reaches an estimated 150,000 readers.
- **Veggie Times** is also available in health stores throughout Essex and into London, and is being rolled out to more distribution outlets across the UK over the next 12 months.
- Widely promoted within the UK's 3-million-strong vegetarian community, **Veggie Times** is also available by subscription and online at www.veggietimes.co.uk
- With the UK's vegetarian food market alone being worth an estimated £670 million per annum, **Veggie Times** is a marketing opportunity you can't afford to miss.

Contact us today to discuss campaign opportunities, including your competitions, giveaways, reader offers, advertising and editorial.



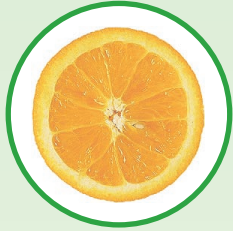
The **Veggie Times** reader - unpeeled...

Your target audience: a huge number of vegetarians and vegans, as well as their families and friends, plus thousands more who want healthier, more ethical products.

A **Veggie Times** campaign is for you!

- Distributed as part of *The Enquirer* newspaper, **Veggie Times** has an estimated readership of 150,000.
- *The Enquirer* is read by an eclectic mix of people, from stay-at-home mums who do the whole family's shopping to London commuters with large disposable incomes. **Veggie Times** is distributed monthly as part of this weekly paper.
- It's little wonder that **Veggie Times** has been such a hit with the people of Essex - the South East of England has the highest proportion of vegetarians in the country, with a recent poll putting the figure at a whopping 9 per cent!
- And don't forget - **Veggie Times** is also promoted within the vegetarian community and is delivered direct to subscribers all over the UK, including journalists, celebrities and key figures in the world of food and ethical lifestyles.

Contact us today to discuss a cost-effective campaign with **Veggie Times** that includes your competitions, giveaways, reader offers, advertising and editorial



Get a slice of the action with a **Veggie Times** campaign...

RATES

Effective January 2007

| | |
|---------------------------------------|-----------|
| FULL PAGE (340x267mm) | £3,672.00 |
| HALF PAGE (170x267mm) | £1,836.00 |
| QUARTER PAGE (170x117mm) | £816.00 |
| SINGLE COLUMN CENTIMETRE (SCC) | £12.00 |

All rates quoted above exclude VAT. 30% surcharge for guaranteed pages

SPECIFICATIONS

| | |
|------------------------------|---|
| ADFAST FORMAT | Upload to Essex Enquirer or East London Enquirer Adobe Photoshop, Illustrator, Acrobat .EPS, .TIF, .JPEG, .PDF (All formats MUST have fonts embedded) |
| MEDIA | CD or DVD |
| FAX | 01277 633112 |
| E-MAIL | studio@theenquirer.co.uk |
| COPY DEADLINES | One week prior to publication |
| BOOKING DEADLINES | As above |
| COPY DELIVERY DETAILS | Veggie Times Independent House Radford Business Centre Radford Way, Billericay, Essex CM12 0BZ |
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