CHRISTMAS 2011

MEDIA PACK

A Magical Christmas

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BPM Media Christmas Campaign

This year, bpm Media are producing a full range of retail and entertainments supplements in paper and online through October, November and December.

Each supplement will focus on a key festive theme from Christmas parties to gift ideas, and will offer high quality editorial on everything readers need to make this Christmas a cracker! Each supplement has a range of print and digital advertising options available - giving your business the opportunity to reach thousands of Christmas consumers across the region.

Why Advertise?

At this time of year, consumers are spoilt for choice when deciding where to shop, socialise and entertain. Advertising can help your business:

- Make people aware of the products and services you have on offer
- Stand out from the crowd - tell people why they should choose you
- Inform people about your festive deals and promotions
- Encourage people to walk through your doors – make them think of you
- Drive traffic to your website

… and more!

BPM Media reaches over 650,000 people every week

Source: JICREG Apr 11

Entertainments Supplements

The festive season is a crucial time to promote your business or event. From Christmas parties to days out with the family – our readers will be looking for inspiration on where to go throughout the festive season.

Let's Party

The festive season wouldn't be the same without Christmas parties! Whether it's for the office Christmas do or meeting up with friends, everyone wants to look their best and celebrate in style.

Our fantastic Let's Party supplements are dedicated to tips and ideas for the biggest party season of the year including where to go and what to wear.

Christmas with Friends & Family

From going out to curling up in front of the TV, the festive season is all about spending quality time with friends & family. This 12-page supplement will be packed with festive breaks, restaurants & fashion.

Retail Supplements & Features

Christmas is one of the busiest times for the retail sector, with thousands of consumers searching for the perfect Christmas gifts, decorations and food. Advertising your business in the build up to Christmas ensures you can reach thousands of local shoppers as they make their purchase decisions.

What's New this Christmas

From gadgets to toys, our What's New this Christmas will take a look at the hottest gifts for 2011.

Christmas Gift Ideas

Great gift guides catering for all budgets and ages - plenty of ideas and inspiration for our readers on what to fill their stockings with and what to put under the Christmas Tree this year!

Last Minute Gift Ideas

Only 8 shopping days to go! Our last minute gift guide is an essential read for anyone who needs to find a great gift, fast. Packed with hints and tips for getting that all important last minute bargain, this festive supplement is ideal for taking the stress out of the final rush.

Christmas Features in our Free Weekly Titles

From November 2nd we will be publishing Christmas features inside our 3 free weekly titles – a great way of reaching local consumers in popular, affluent suburbs of Birmingham, delivered directly through their door.

Christmas & New Year TV Guide

This year, our special '12 days of Christmas' TV guide will be packed full with all the soap news, film reviews and TV listings that our readers could ever wish for! The guide will be published in the Birmingham Mail on **Thursday 22rd December** – listings will run from then right through until **Sunday 2nd January**.

This bumper guide will have a long shelf life within homes, providing a cost effective way for your message to gain maximum exposure amongst thousands of local families. It is being printed as a separate, keepable guide on high quality paper.

Supplement & Features Schedule

Let's Party 1 (entertainments)	Birmingham Mail	30th September	12 pages
	Sunday Mercury	2nd October	12 pages

Let's Party 2 (entertainments)	Birmingham Mail	28th October	12 pages
	Sunday Mercury	30th October	12 pages

What's New This Christmas	Birmingham Mail	29th October	8 pages

Friends & Family (entertainments)	Birmingham Mail	25th November	12 pages
	Birmingham Post	27th November	12 pages

Christmas Gift Ideas	Birmingham Mail	18th November	8 pages
	Birmingham Post	8th December	4 pages

Last Minute Gift Ideas	Birmingham Mail	16th December	8 pages

Christmas & New Year TV Guide	Birmingham Mail	22rd December	48 pages

Countdown to Christmas Features in our Free Weekly Titles	
Solihull News, Sutton News & Birmingham News	w/c 31st October
Solihull News, Sutton News & Birmingham News	w/c 14th November
Solihull News, Sutton News & Birmingham News	w/c 28th November
Solihull News, Sutton News & Birmingham News	w/c 12th December

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