

The local information magazine for parents

In print, online plus free social media

About ABC

ABC is the longest established, best-read, free parenting magazine in the South publishing editions in both Sussex and Surrey. ABC aims to offer practical parenting advice to everyone with young children - from babies to big kids!

ABC was first published in Sussex in 1996 with Surrey launching in 2003 and now we offer a combined print-run of 55,000 magazines each issue with an estimated readership of 220,000+ parents each issue. The cornerstone of the publication is the balance between advertising and editorial, making it both entertaining and informative, packed with well written articles, great competitions and very useful local information. All manner of child related issues are covered, as well as lifestyle interests such as: health and beauty, homes and gardens and employment and finance.



Free inclusion in the interactive, easy-to-read and search digital magazines plus social media opportunities on the ABC website, Facebook, Twitter and Blog!

Added value

Respected

Established since 1996, ABC is a very well respected source of local information, advice and ideas for parents, by parents, supporting local businesses in both Sussex and Surrey.

Targeted

ABC is targeted at the main decision maker in family homes, yet seen by a wide cross section of the community.

www.abcmag.co.uk

ABC is also available online as a fully interactive and searchable digital magazine. Advertisers also receive free listings in the page-by-page shopping and services directory with a direct link from our website to their own plus free social media support and the opportunity to post articles on the ABC blog (see page 4).

Cost-effective

ABC is unique - a high quality publication which is packed with well researched, relevant, local and useful information for parents - not a cheap 'pick and flick' type publication. ABC is designed to be read cover to cover and to be kept for reference long-term. Free copies of ABC are available to all our advertisers for your own customers to pick up.

Cross-promotion

ABC offers a discount if you are keen to advertise your business to parents in both Sussex and Surrey. Planned print-runs for the winter 2016 issues are 30,000 in Sussex and 25,000 in Surrey - offering a combined print run of 55,000 copies.

Circulation & distribution

55,000 high quality magazines printed per issue

Packed full of essential information, free copies of the magazine are available to pick up at: local libraries, leisure centres, children's centres, doctors' surgeries, baby clinics, hospitals, shops, schools, activity classes, playgroups and most of our advertisers. ABC Magazine is also available free from selected supermarkets across each county.

- **3 issues per year - each issue valid for 4 months**
- **ABC Sussex 30,000 copies per issue**
- **ABC Surrey 25,000 copies per issue**

Publication dates

Published 3 times a year on the 1st of March, July and November - each issue valid for 4 months

- **Spring issue: March to July**
- **Summer issue: July to November**
- **Winter issue: November to March**

Contact us

ABC Magazine is produced by Alphabet Publishing Ltd

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**THE
magazine
parents really
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