



Media Pack



VISIT US NOW AT:
www.creativefamily.co.uk

Welcome to creative family



What we are

Creative Family is a research and resource website for the creative industries in the UK. Spanning the needs of the entire sector, it includes a creative job finder, creative course locator, creative supplier index, an online shop with designer gifts and an events calendar, as well as a wealth of other features.

Our main focus is to provide designers and other creative people with a central point of reference for researching college courses, and finding jobs and suppliers.

We also actively promote the industry by profiling new designers, design students, design agencies and supplier of the month, every month.

The site has been designed to be friendly, helpful, easy to navigate and simple to use. Its purpose is to be a reliable, informative and very accessible resource for the design sector and we have made sure that it is always good to visit and never challenges or confuses.

Creative Family is also an important showcase for advertisers, enabling their products and services to appear on a targeted website that is continually marketed to people in the creative industry.

Quick stats

21.88%
Bounce Rate

00:11:14
Avg. Time on site

97.5%
Visits originating from the uk

72.45%
New visits



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who is in our creative family



Who we are

The team at Creative Family have all worked in the design industry, including the Managing Director, who was a Creative director before setting up the company.

The very pressing need for a one stop resource for the creative design industry prompted us to focus on supporting and promoting the sector as a whole.

Our hands-on knowledge and experience means that we have a thorough appreciation of our target audience ensuring that what we deliver is relevant, useful and timely.

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Our family includes:

- Graphic Designers
- Web Designers
- Copy Writers
- Fashion Designers
- Product Designers
- Art Directors
- Photographers
- Marketeers
- Filmmakers
- Architects
- Artworkers
- Studio Managers
- Junior Designers
- Mid Weight Designers
- Creative Directors
- Account Managers
- Multimedia Designers
- 3d Designers
- Interior Designers
- Packaging Designers
- Illustrators

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How we promote creative family



Web advertising

When you advertise your college, jobs, service or product on Creative Family you benefit from a website that is truly search engine-optimised.

We use all manner of techniques to ensure that our site features in numerous locations across the web, so that we appear in searches for general relevant creative web sites.

Print advertising

We carry out targeted direct mail campaigns to raise awareness amongst people in the industry, and continuously advertise across a wide range of major creative magazines.

Along with direct marketing and traditional magazine advertising, we also plan to advertise through other channels such as on bus hoardings.

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How we promote creative family



Direct marketing

Below is a small selection of some of our printed direct marketing material.

CREATIVE FAMILY MEMBERS

- Graphic Designers
- Web Designers
- Copy Writers
- Fashion Designers
- Product Designers
- Art Directors
- Photographers
- Filmmakers
- Architects

FIND YOUR DREAM COURSE AT
www.creativefamily.co.uk
HELPING YOU MAKE A BIG DECISION A SIMPLE PROCESS

IS TONY THE ILLUSTRATOR GETTING A BIT OVER FAMILIAR?
IT'S TIME TO LOOK FOR A NEW ONE!

CREATIVE FAMILY SUPPLIERS

- Printers
- Creative Recruitment
- Photographers
- Filmmakers
- Exhibition Graphics
- Copy Writers
- Sign Makers
- Paper Merchants
- Illustrators
- Image Libraries
- Programme

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How we promote creative family



Press advertising

Below is a small selection of some of our planned advertising.

family
creative resources

CALLING ALL CREATIVES

www.creativefamily.co.uk

Job Finder • College Finder • Supplier Finder • Events • On-line Shop • News

family
creative resources

Calling All Creatives

www.creativefamily.co.uk

Job Finder • College Finder • Supplier Finder • Events • On-line Shop • News

family
creative resources

Looking for a photographer

- Job Finder
- College Finder
- Supplier Finder
- Events
- On-line Shop
- News

FIND YOUR DREAM SUPPLIER
www.creativefamily.co.uk
HELPING YOU MAKE A BIG DECISION A SIMPLE PROCESS

family
creative resources

Looking for a creative job

- Job Finder
- College Finder
- Supplier Finder
- Events
- On-line Shop
- News

FIND YOUR DREAM CREATIVE JOB
www.creativefamily.co.uk
HELPING YOU MAKE A BIG DECISION A SIMPLE PROCESS

VISIT US NOW AT:

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How we promote creative family



Street advertising

Below is a small selection of some the ways we plan to market ourselves on the street.



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How much is it to join creative family



College packages

The Creative Family website has been designed as a comprehensive and simple to use resource for students wanting to research university and college design courses in the UK.

Along with advice and guidance on choosing a course, students have access to course information, and links to all major university and college web sites.

2 x courses £250 Annual charge

- 2 x Full Course descriptions
- College Logo
- Unlimited dates on the Family Events Calendar for end of year shows and open days
- Entry to 'student of the month'
- Entry to 'Work placement story'
- Pack of postcards to distribute

5 x courses £500 Annual charge

- 5 x Full Course descriptions
- College Logo
- Unlimited dates on the Family Events Calendar for end of year shows and open days
- Entry to 'student of the month'
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- Pack of postcards to distribute

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Suppliers package

Visitors to the website can quickly and easily search for the most suitable creative supplier by location and area throughout the UK.

The comprehensive listings cover suppliers of all types of products and services ranging from printers to photographers and illustrators.

£95 Annual charge

- Brief profile and address, logo on family site for 1 year
- Web link
- Email address, phone and fax number
- Free Family "Queen Beatrix (Jumping Bug) by Isabella Torquato"
- Opportunity of being entered into 'Supplier of the Month'

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Jobs package

Creative Family enables you to advertise your creative positions in the most efficient and cost effective way possible.

The website has been designed to give people who work in the creative industry an easy and simple to use point of reference for finding that perfect job, which means you are advertising to a sharply focused and ever-expanding audience.

You can post jobs quickly online and revise (i.e. correcting mistakes, making them inactive) at any time during the period in which they are live. Unlike most other online recruitment sites, we allow realistic timings for advertising your jobs.

£199: 1 x job x 4 months

- 1 x full job description
- Link to company website
- Free listing on the supplier finder

£250: 2 x jobs x 4 months

- 2 x full job description
- Link to company website
- Free listing on the supplier finder

Create an account for yourself and fund it with some credits. A credit buys 1 job post for 4 months. If you are posting just 1 job then you only need buy 1 credit, but credits never expire and it's cheaper to buy in bulk.

1 Credit @ £199	5 Credits @ £500
2 Credits @ £250	10 Credits @ £750
3 Credits @ £345	15 Credits @ £975
4 Credits @ £420	20 Credits @ £1100

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Splash your name across creative family



Sponsorship

Make a major impact by having your logo and contact details appear on Creative Family.

Sponsorship is the most cost-effective way of reaching and influencing a closely targeted audience. It will considerably increase awareness of your brand - or provide a perfect way of establishing it - and will greatly improve your own website's search engine placement.

Sponsorship for 12 months £1750

- Your company logo and contact details displayed in a prime location on the Creative Family website
- Your logo featured on future printed literature
- Link to your company website
- Listings on the Family Events Calendar if applicable
- Free listing on Supplier Finder
- Free gift of your choice from the Family Shop

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Interested in creative family



Contact us

Creative Family will help optimise promotion of your company, advertise your vacancy to the widest possible audience, and make sure your college or university course gains maximum publicity.

We are a truly people-orientated company and strongly believe in the importance of building relationships with all our clients so please contact us now to see how we can help you.

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+44 (0)1242 77 11 99



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info@creativefamily.co.uk

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