

Testimonials

Advertisers

You could enjoy the same results as our advertisers....

"Every month we have a very successful rate from our adverts that we place in the Family Times. We are able to track this through our telephone system, and can measure the response from the advert placed. From the last advert placed, in the winter issue of Family Times we had an average of 14 calls per month, which is a very good call response rate when compared to some other publications that we advertise in".

Tourism Holdings Limited - Rentals
Narelle Clayton, Sales & Marketing Co-ordinator

"We (the Christchurch Gondola) ran a series of adverts in five local publications, including Family Times. To measure the effectiveness of each medium, we created a cut-out coupon allowing readers to enjoy a 50% discount off our Family Pass. We received over 500 coupons back, 146 of these were from a City Council school holiday brochure, but in second place we received 110 from Family Times. I was very impressed by this result as I had expected other leading newspapers to vie for the top positions and was pleasantly surprised that Family Times came up 'trumps'. Based on this outcome, we will happily and confidently, include Family Times in our advertising campaigns for future local promotions. I would like to personally thank Robyn and her team for their support and wish them all the best for a busy year ahead!"

Christchurch Tram & Gondola,
Raina Roberts, Sales & Marketing Manager

"I just wanted to write and tell you how successful our recent advertising in the Christchurch Family Times has been. This is the first time we have used the publication and I am very impressed with the results it has provided so far. Promoting Scouting has proven difficult in the past, however as the paper is given directly to children at schools it reaches our primary target market directly. The paper also appears to be well read by parents. As we have discussed, I am keen to discuss booking space in your next issue as well as expanding our advertising to include Dunedin".

Scouting New Zealand
Mike Blackburn, Regional Manager

"Thanks for your help and information. It is with great pleasure that I write this recommendation for your services as an advertiser. Both times 'Imagine Children's Theatre' has advertised shows in The Family Times (in the Christchurch Winter issue 2007 and the Dunedin Spring issue) we have had many enquiries from those advertisements and our market surveys have revealed that in both cases, The Family Times was an extremely effective way of advertising."

Imagine Children's Theatre
Helen Moran, Director

"In the first term school holidays '09 Black Cat Cruises ran an Easter activity for children to Quail Island. We had an amazing response to this from the advertisement we placed in the Family Times - tickets were sold out. No advertiser could wish for a more effective, positive response. It's clear that this publication is one that families read."

Black Cat Cruises
Alison Fleming, Sales and Marketing Manager

"We held a Staglands colouring competition during the September school holidays and promoted this through a number of medians, including Family Times, and we measured the results. The competition was a great success and although the majority of entries came via downloading from our website, the next was from our advertising with Family Times (19% of all entries). Family Times proved to be more popular than all other print advertising."

Staglands Wildlife Reserve
Sarah Smits, Marketing Manager

"I find that advertising in Family Times is extremely successful and excellent value for money. We always get a wonderful turnout at our school holiday events, thanks to the advertising we do with Family Times."

Bush Inn Centre
Angela Krom

"It was a pleasant experience to advertise with Family Times - I was impressed both by the quality of your publication and by the response I had to my advertisement. Thank you for making it such an easy experience to book advertising space with Family Times. Your designers did such a great job on my ad, and I found it effortless and troublefree dealing with you. I was impressed by the rapid responses I had from all your staff, particularly you, Tracey. I really felt that no matter how small my advertisement was, I was still an important client, and that matters. I had an excellent response to my very small ad, better actually than a much larger ad that I placed in another child publication for nearly \$300. A very pleasant surprise and a telling one."

Family Times is an excellent publication, and I commend all your staff, who I am sure work very hard to get it out every time".

Lifestyle Markets
Emma Stapleton

"The Christchurch Art Gallery advertised with Family Times recently. We surveyed the results obtained from this advertising and it was clear that the vast majority of those attending our children's holiday programme had read about it in the Family Times. It was overwhelming - the programmes were fully attended every day".

Christchurch Art Gallery
Lana Coles, Education Programme Team Leader