Sea Cadets Print Campaign Targets Royal Navy Veterans

Thursday 30 July, 2015

Media Agency Group's specialist print advertising sub-division, Press Mag Media, is delighted to showcase its role in a new multi-format advertising campaign alongside the national youth charity Sea Cadets, as it looks to engage with former and current members of the Royal Navy to volunteer to "pass on [their] skills to the next generation."

This exciting new campaign has seen **Press Mag Media** secure prime ad space in popular local newspapers such as Newcastle Chronicle, Liverpool Echo, Weymouth & Dorchester Advertiser and Birmingham Mail. The campaign has also been complimented by 30 second radio advertisements airing across Smooth Radio Weymouth, coordinated by MAG's specialist radio advertising sub-division, Radio Airtime Media.

Sea Cadets is a vibrant and growing charity that delivers life-changing nautical adventure for young people For more information about Sea Cadets visit: www.sea-cadets.org.

Managing Director of Press Mag Media's parent company **Media Agency Group**, John Kehoe, said:

"Press Mag Media's new print campaign, promoting MSSC's voluntary recruitment push for the Sea Cadets, is one we're all very proud of. With adverts located in some major local papers, I'm very optimistic about the results of this campaign. By coupling the print ads with work from our specialist radio team, Radio Airtime Media, MSSC has been ensured of high brand exposure across two fantastic advertising platforms."

Media:





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Company Contact:

Press Mag Media

T. 08451637907
E. lauras@mediaagencygroup.com
W. https://www.pressmagmedia.com/

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