

# Acorn Consumer Promotional Campaign

Planned Media Coverage (as of 18/10/93)

Advertising Schedule	Date
Radio Times	12 October
The Guardian	13 October
Radio Times	26 October
Sunday Express	17 October
<b>Features</b>	
PC News Weekly	14 October
The Edge	December issue
Personal Computer World	January issue
Personal Computer Magazine	January issue
Acorn User	January issue*
Acorn Computing	January issue*
My Weekly	December*
Good Housekeeping	January*
Woman	December*
Woman's Own	December*
She Magazine	January issue*
CVG	December*
Micro Computer Mart	December
<b>TV Programmes</b>	
The Big Breakfast - week day mornings	November
The Big Breakfast - week day mornings	Mid November*
Saturday Disney - Saturday mornings	December*
Gamesmaster - Thursday afternoons	December*
Bad Influence - Thursday afternoons	November*
<b>Radio</b>	
GLR Radio	November*

\* indicates date to be confirmed.