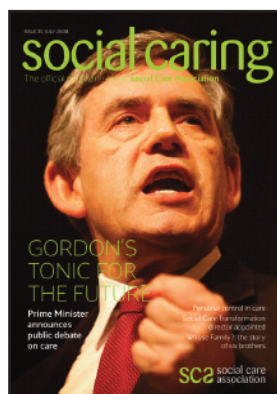


The official magazine of the Social Care Association

The
lowest rates for
advertising
within the
Social Care
sector



4,000 - the quarterly circulation of *Social Caring* magazine

17,000 - the number of social care staff regularly reading
Social Caring magazine

85,000 to 125,000 - the number of hits each month on
www.socialcareassociation.co.uk

60 - the number of years that SCA has been in existence

For more information call 01309 690063
or email your request to david@socialcaring.co.uk

What is the circulation of *Social Caring* magazine?

The circulation of *Social Caring* magazine is to the members of the Social Care Association, which is a growing association representing large numbers of key decision makers and influential workers in the Care Sector - from Directors of Social Work Services, to Care Home Managers and Senior and Junior Support Workers amongst many other job titles. Members of the SCA tend to be committed to their careers.

Social Caring magazine is a truly national voice and is now also delivered to all members of the National Care Forum and the SCA's own substantial Corporate membership. The SCA is a UK-wide organisation and the geographical demographics of its membership represent this.

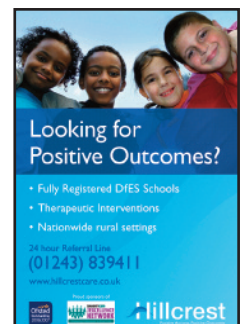
What can be advertised in *Social Caring* magazine?

Many organisations utilise *Social Caring* magazine to raise their profile within the sector and to recruit key workers into difficult posts.

Examples of effective advertising include:

- **Raising awareness** of the activities of an organisation in the Social Care sector
- **Promoting** a new or existing service provision
- **Using Loose Leaf Inserts to promote** conferences and publications
- **Promoting** vocational courses, training, higher education
- **Promoting** Social Care publications and books
- **Announcing** the opening of a home
- **Recruiting** to a specific post or in a more generic way

Advertising rates in *Social Caring* are the lowest in the social care sector and if you combine the magazine and website advertising there are further savings available.



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What does it cost to advertise in *Social Caring* magazine?

Prices are per issue and plus vat

Magazine	Mono	Colour	2 issue Discount	4 issue Discount
Quarter Page:	£300	£450	10%	20%
Half Page:	£500	£650	10%	20%
Full Page:	£850	£950	10%	20%
Inside Covers:	£950	£1,100	10%	20%
Outside Back Cover:	£1,100	£1,250	10%	20%
Feature Sponsorship:	Call to discuss			

Loose Leaf Inserts

Up to 10 grams £85 per thousand
10 to 20 grams £100 per thousand

Website	1 Month	3 Months	6 Months	12 Months
Button	£95	£250	£475	£900
Banner	£180	£480	£900	£1,600

When taken with any magazine advertisement over the same period, a further discount of 20% will be given off the website advertising rates.

Technical Requirements

Print Advertising

Full Page:
190mm wide by 277mm high
(ask for details for bleed advertisements)
Half Page Horiz:
190mm wide by 135mm high
Half Page Vertical:
95mm wide by 277mm high
Quarter Page:
95mm wide by 135mm high

Website Advertising

Button: 120px wide by 90px high, jpg or gif.
Max Resolution 72dpi,
Max File Size, 15K

Delivery Details

artwork: email to david@socialcaring.co.uk
post to: Production Department
Winterburn Media Limited
Comraich
Woodside Farm
Kinloss, Forres
IV36 3UA Telephone/Fax 01309 690063

Conditions of Booking:

Cancellations accepted up to 1 month prior to publication of relevant issue.
Cancellations cannot be accepted for series bookings.
The Publisher cannot guarantee position in the magazine.
Content and quality of the artwork supplied is the responsibility of the advertiser.

Artwork Specifications

Supplied in high resolution pdf or jpeg or as otherwise agreed.
A production cost may be incurred if artwork is created or amended by the Publisher.

Payment terms

Strictly 15 days after invoice.
Invoices are despatched with one voucher copy the day following publication.

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or email your request to david@socialcaring.co.uk

How to book in *Social Caring* magazine?

Phone 01309 690063 and ask for the advertising team or simply fill in the form and fax to 01309 690063.

I would like to make the following booking in *Social Caring* magazine:

Name of Organisation _____

Advertisement

Size Full Page Half Page Quarter Page
 Colour Mono

Starting Issue/Month _____

Number of issues Four Two One

Cost per issue plus vat £ _____

Website Button Yes No
 Number of months 12 6 3 1

Cost per month £ _____

Total Cost plus vat £ _____

Address for Invoice _____

Telephone _____ Email _____

Booked by _____

Signed _____ Date _____