

# *parenting* UK *news bulletin*

## Media Pack 2010

Enquiries: Rachel Tonkin, Information and Publications Manager  
T: 020 7284 8379 or [rtonkin@parentinguk.org](mailto:rtonkin@parentinguk.org)

# parenting UK

## news bulletin

### The News Bulletin

The News Bulletin is the official publication of Parenting UK. Published six times a year, and going out to all our members, it is a leading communication tool within the parenting sector. Each issue of the News Bulletin features a specialist subject, with case studies and further sources of information, in depth focus articles on specialist services or professionals in the field, and resources such as new publications, training and events.

Parenting UK supports people who work with parents by keeping them up to date with the latest policy and research, sharing best practice, organising events and representing the views of the sector as a whole. We work with our members at a grassroots level, communicating and sharing ideas, concerns and passions about good parenting practice and innovation. We are the only membership body for people working with parents. We believe in the importance of helping parents to be the best parents they can be, and providing them with the support and guidance they need.

By incorporating Parenting UK's News Bulletin into your media schedule you can gain access to this tightly targeted audience and benefit from the unique trust that the readers have for the title.



# Rates and dates

## Mechanical Data

### Pdfs

PDF files must be high resolution (300dpi); CMYK (we cannot be held responsible for colour content of any RGB/CIE files supplied); with fonts embedded.

Bleed adverts must include the bleed in the PDF created; live area adverts as per size specified.

Please note PDFs should not be created using PDFWriter.

### Proofing

Where possible, a PDF proof via email is required with each advertisement, to be sent to the address below.

Ideally, a hard copy proof should also be sent; Cromalin or machine proof, both to incorporate Eurostandard strip. This is to ensure colour matching as far as possible at the printers.

### Artwork delivery

Rachel Tonkin, Information and Publications Manager,  
Parenting UK, Unit 43 I Highgate Studios, 53-79 Highgate Road,  
London, NW5 1TL  
T: 020 7284 8379 or [rtonkin@parentinguk.org](mailto:rtonkin@parentinguk.org)

## Advertising rates

Full page	£750
Half page	£500
Quarter page	£250
Outside back cover	£975

**VAT:** charged at standard rate

**Inserts:** By special arrangement, prices from £250 (excl VAT), reduced rate for members

## Advert sizes

Full page type area	185 x 264 mm
Full page Bleed area	216 x 303 mm
Half page horizontal type area	185 x 128 mm
Half page vertical type area	90 x 264 mm
Quarter page type area	90 x 130 mm

Issue	Display deadline	Insert sample	Insert delivery	Publication date
No 23	14 Jan	4 Jan	22 Jan	1 Feb
No 24	16 Mar	1 Mar	24 Mar	1 Apr
No 25	17 May	3 May	24 May	1 Jun
No 26	14 July	30 June	26 July	2 Aug
No 27	15 Sep	1 Sep	27 Sep	4 Oct
No 28	15 Nov	1 Nov	23 Nov	1 Dec