



infant

for neonatal and paediatric
healthcare professionals

- Multidisciplinary audience
- Authoritative articles written by experts in their field
- Bi-monthly journal with precisely defined readership
- Monthly recruitment and educational advertising in Infant Journal and Infant Grapevine

PUBLISHED BY

STANSTED NEWS LIMITED

2008

Infant – the leading journal for neonatal and infant paediatric care

Our team

Medical Editor Anthony Emmerson

BSc, MD, FRCPCH, FRCP,
DCH, Clinical Director of
Neonatal Services and NW
Deanery Paediatric
Programme Director, St Mary's Hospital,
Manchester



With a wealth of experience in both neonatal and paediatric intensive care, Anthony is the perfect choice for medical editor of *Infant*.

Nursing Editor Barbara Weller

MSc, RSCN, RGN, RNT
With a career in
child health



including neonatal care, both in the UK and internationally, Barbara is ideally placed to be nursing editor of *Infant*.

Publisher Christine Bishop

BSc Hons
Christine has
extensive knowledge
of medical
publishing, particularly with
publications in the neonatal field.



- Direct line: +44 (0)1279 714510
- christine@infantgrapevine.co.uk

Assistant Editor/ Designer

Kate Woods

As well as looking
after editorial
features, Kate
ensures the journal maintains the
highest standards of design.



- Direct line: +44 (0)1279 714504
- kate@infantgrapevine.co.uk

A practical resource for the multidisciplinary team that cares for vulnerable sick or premature babies in their first year of life.

Infant contains authoritative articles with a clinical or practical bias written by experts in their field, covering a wide range of subjects that reflects the varied roles of the professionals working in this area. Practical and clinically based, *Infant* supports neonatal and infant paediatric nursing and medical practice and develops professional education and health promotion skills.

Infant has a board of distinguished advisors whose experience and knowledge ensures that articles carried in the journal are factual, topical and relevant. All articles in the journal are subject to peer review.



Infant aims to provide a valuable resource for everyone involved in caring for premature babies and critically ill infants. Technological developments and their impact on care will be discussed, as well as the social and psychological issues relating to family support and child development. In addition to the commissioned articles, regular features in the journal will include focus on a unit, hot topics from the web, new products, conference planner, news, *Advances in Practice* guides and book reviews.

Infant is produced by a team which has thirteen years of experience of publishing in this field and who bring unrivalled knowledge of this specialist area to the journal.

Infant is bi-monthly, and is supplemented between issues by *Infant Grapevine* – a targeted bulletin of events and job opportunities for the whole NICU and PICU community.



Precisely targeted circulation

The secret of our success is a meticulously researched database, built up during thirteen years of experience publishing in this field. *Infant* and *Infant Grapevine* are read by key staff at neonatal and paediatric intensive care units throughout the UK, via unit and personal subscriptions and through nursing medical libraries. Our readership provides the most extensive coverage of this important sector for our advertisers.

Infant journal

Infant journal is essential reading for this unique list of over 3,000 neonatal and paediatric subscribers, but in addition we also send *Infant* to:

- All members of the Paediatric Intensive Care Society (PICS)
- All members of the British Association of Perinatal Medicine (BAPM)
- All members of the Scottish Neonatal Nurses Group (SNNNG)
- All advanced neonatal nurse practitioners who are members of annp.uk

This brings the total circulation currently to around 5,000, plus bonus distribution at events and study days.

Opportunities exist for companies to sponsor free annual subscriptions of *Infant* journal for key sections of the neonatal/paediatric target readership. This enables companies to develop a special relationship with that particular section of the readership and includes a special advertising and web package. For more details please contact Christine Bishop.

Infant journal has also been adopted as an official journal of the European Society of Paediatric and Neonatal Intensive Care (ESPNIC). This is helping to build up a European circulation for *Infant*.

Infant Grapevine

Infant Grapevine has become hugely popular since its introduction in 1998, and is mailed free of charge to our core list of over 4,000 neonatal and paediatric staff who have requested it, but also to:

- All NICUs and Special Care Baby Units (including Republic of Ireland)
- All midwifery units
- Relevant colleges and medical libraries
- All paediatric intensive care units

This delivers a circulation of unparalleled value to recruitment advertisers, of around 5,000 copies per issue.



Key readers of *Infant* and *Infant Grapevine* include:



- Paediatricians
- Neonatologists
- Paediatric Intensivists
- Advanced Neonatal Nurse Practitioners
- Nurse Consultants
- Senior Nurse Managers
- Clinical Nurse Managers
- Unit Managers
- Modern Matrons
- Neonatal Sisters and Nurses
- Paediatric Intensive Care Nurses
- Midwives
- Health Visitors

Cost effective recruitment

Your contacts

Advertising

Sales,

Pauline Watkins

Pauline is the first point of contact



for recruitment and display advertisers in *Infant*, as well as being responsible for the smooth production of *Infant*.

- Direct line: +44 (0) 1279 714508
- pauline@infantgrapevine.co.uk

Circulation

Manager,

Tricia Taylor

Tricia is responsible for subscriptions and distribution.



- Direct line: +44 (0) 1279 714516
- tricia@infantgrapevine.co.uk

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Bishop's Stortford,
Hertfordshire CM23 3BQ, UK
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Facsimile +44 (0)1279 714519
Web: www.infantgrapevine.co.uk

The combination of *Infant* and *Infant Grapevine* is the most accurately targeted cost-effective medium available to reach the entire multidisciplinary workforce involved in the care of sick or premature babies. Our titles offer a dependable, monthly frequency, with advertising rates and data common to both. The short lead times and reliable scheduling enable you to plan your recruitment advertising with confidence.

*“To Infant Grapevine, job filled, job done.
Many thanks, an excellent publication”*

Tania, HR Manager (Surrey)

All recruitment advertisements placed in either publication are also detailed on the web – www.infantgrapevine.co.uk – at no extra charge. This brings your staff requirements to a global audience of experienced, dedicated professionals, on a site where there is a rich resource content.

For increased visibility you can opt to have your vacancy highlighted as job of the month on the web, with a position at the top of the list for only £75 extra. You can also choose to post your vacancies solely on the web site, at a rate of £215 per vacancy per month.

Together *Infant* and *Infant Grapevine* also provide an excellent means of publicising study days and conferences.



“Our study day was fully booked within a week of the journal coming out”

W.B (Lancs)

“Yes the RHW would like to advertise again, as we received a great response previously”

*Amber Marks, Human Resources Officer, Human Resources,
Northern Hospital Network*

Display advertising

If you need to target the neonatal and infant paediatric field, then advertising in *Infant* is highly cost-effective. No other journal provides an equivalent subscriber base of neonatal and paediatric nurses and doctors.

Full colour or mono display advertising can be positioned on any page in *Infant*. There are three high visibility cover sites (subject to availability), or advertisers can choose to position their advertising adjacent to articles that are relevant to their product range. This is especially attractive for drugs, equipment and services advertising.



Advances in Practice guides

Our regular four page illustrated guides are very popular with our readers. Written by experts in their field, Advances in Practice guides provide information on a specific topic, presented in an easy to read, educational format.

The cost of sponsoring a Guide is £3,830 and includes 500 copies of the Guide for the sponsor's use as handouts at conferences and study days etc. Sponsorship of editorial in an educational format results in an excellent resource which is valued and constantly referred to by our readers.

The Advances in Practice programme is very

popular and most publishing slots are reserved a year or more in advance.

To discuss possible subjects to be included in future Guides, please contact Christine Bishop on 01279 714510 email: publishing@infantgrapevine.co.uk.

The full text of the Advances in Practice Guides is accessible on the *Infant* web site (www.infantgrapevine.co.uk). The most recent guide will be highlighted on the *Infant* home page.

A PDF of the guide is also available for the sponsor to feature on their own website.

Provisional topics for Advances in Practice guides in 2008 include:

- Preventing water borne infection
- Non invasive ventilation
- Minimising medication errors
- Safe transport of neonates
- Humidification
- End tidal carbon dioxide monitoring

Planned articles for 2008

Here is a list of articles planned for 2008. For the latest update, please visit: www.infantgrapevine.co.uk

January 08

- Developmental care during transport
- Overcoming feeding problems in infants with cleft lip or palate
- Retinopathy of prematurity
- Medicines for Children Research Network

March 08

- Prescribing for newborns and infants
- End tidal carbon dioxide monitoring
- Cardiovascular monitoring
- Neuroimaging

May 08

- Transcutaneous monitoring
- Epidermolysis bullosa
- Strategic plans for developmental care
- Simulation training

July 08

- Epic2 infection guidelines: central venous catheters
- Ambiguous genitalia
- Pulmonary hypertension
- Feeding in the growth retarded infant

September 08

- Preventing and managing hypernatraemia
- Gastroschisis
- Cognitive and behavioural development
- Treatment of bronchiolitis

November 08

- Teaching parents resuscitation skills
- The assessment of the dysmorphic infant
- Stoma care
- COMV

If you are interested in advertising alongside these features please contact Mark Ranger, as the publication dates of these features are subject to change.

Advertising rates

Cover positions

The outside back cover of *Infant* is offered in full colour at a rate of £1,779, and the inside front cover at £1,719, subject to availability.

Advances in Practice guides

These four-page illustrated guides are written by experts for educational purposes, and are included in the centre section of the journal. They can be sponsored for £3,830, including a bonus print run of 500 for the sponsor's own use.

Advertising features

Our experienced team can help to bring your message to our readers in a sympathetic environment. Details on request.

Inserts

Loose or bound inserts are available – price on application, subject to size and weight.

Recruitment advertising

Recruitment advertising may be placed in the *Infant* journal or *Infant Grapevine*. Printed rates include an entry on the web site.

Colour

Double page	£3,145
Page	£1,816
Half page	£1,128
Quarter page	£703

Mono

Double page	£2,386
Page	£1,363
Half page	£850
Quarter page	£510

Web only adverts are available at £215 per month – please call for details.

Display advertising

Display advertising appears throughout the *Infant* journal and *Infant Grapevine*, and specific locations can be reserved (subject to availability).

Colour

	Standard rate	4 - 5	6 or more
Double page	£2,673	£2,405	£2,272
Page	£1,634	£1,469	£1,389
Half page	£1,021	£919	£868
Quarter page	£635	£572	£540

Mono

	Standard rate	4 - 5	6 or more
Double page	£1,725	£1,552	£1,466
Page	£1,078	£970	£915
Half page	£681	£613	£578
Quarter page	£419	£377	£357

Web advertising

'Earpiece' banner:	£235 per month
Banner on specific pages:	Please call for quotation

Artwork sizes (depth x width, mm)

Standard A4 page trim size is 297mm x 210mm

	Standard	Bleed
Double page	268 x 394	303 x 426
Back cover	268 x 178	303 x 216
Inside front cover	268 x 178	303 x 216
Page	268 x 178	303 x 216
Half page	132 x 178 (landscape) 268 x 83 (portrait)	
Quarter page	132 x 83	
Web – 'Earpiece' banner	85 x 120 pixels	
Web – Specific pages	Any depth x 120 pixels	

Print specification:

Infant and *Infant Grapevine* are printed sheetfed offset onto coated stock, saddle stitched and trimmed to A4 size. Advertising materials should be supplied as QuarkXpress 6.0 digital files, including fonts and images at 300dpi. Other digital formats including high res, CMYK, font-embedded PDF or EPS files can be accepted, so please call for further information.

Agency discount:

Recognised agencies providing finished digital materials may deduct a commission of 10 per cent from the standard rates.

Bleed positions:

Bleed advertising is available for half page insertions or larger at a five per cent supplement to the standard rates.

BOOKING CONDITIONS

1. The Publisher reserves the right to refuse, amend, withdraw or otherwise deal with all advertisements submitted to him at his absolute discretion and without explanation. All advertisements must comply with the British Code of Advertising and Sales Promotion.
2. The Publisher will not be liable for any loss or damage consequential or otherwise occasioned by error, late publication or the failure of an advertisement to appear from any cause whatsoever.
3. The Advertiser will indemnify the Publisher against any damage and/or loss and/or expense which the Publisher may incur as a direct or indirect consequence of the Advertiser's announcement.
4. The Publisher reserves the right to

- increase advertisement rates at any time or to amend the terms of contract as regards space or frequency of insertion. In such event the Advertiser has the option of cancelling the balance of the contract without surcharge.
5. The Publisher reserves the right to refuse stop-orders, cancellations or transfers unless they are received not less than ten weeks before the copy date.
6. If the Advertiser cancels the balance of a contract, except in the circumstances stated in paragraph 4, all unearned series discount will be surcharged. The Publisher reserves the right to surcharge in the event of insertions not being completed within the contractual period.
7. Where credit facilities are granted, failure to pay accounts within 30 days nett from the invoice date will make advertising agencies liable to the

- following reductions in any commission otherwise allowed to agencies:-
 - (a). 5 per cent on the gross rate where the sum owing has not been paid one month after the due date.
 - (b). The full 15 per cent where the sum owing remains unpaid two months after due date.
8. Copy must be supplied without application from the Publisher. In the event of copy instructions not being received by the copy date the Publisher reserves the right to repeat the copy last used.
9. All advertisement orders, amendment and cancellations are acknowledged. Proof of posting advertisement instructions will not be accepted as evidence of receipt.
10. Provided copy is received by the stipulated copy date, except in the case of repeat advertisements, the Publisher

- will provide proofs if requested and it is practicable to do so.
11. The Advertiser shall be responsible for the insurance of all advertisement material delivered by him to the Publisher and the Publisher cannot accept any responsibility for loss or damage.
12. The Publisher reserves the right to destroy all materials which have been in his custody for 12 months, provided that the Advertiser or his agent has not given instructions to the contrary. The Publisher may exercise this right without notice.
13. All advertisements due to appear in *Infant* will only be accepted on condition that the Advertiser warrants that the advertisement does not in any way contravene the provisions of the British Control of Misleading Advertisements Regulations, 1988.



infant

2008

	January journal	February Grapevine	March journal	April Grapevine
Booking:	January 2nd	January 30th	February 20th	March 25th
Recruitment:	January 3rd	January 30th	February 22nd	March 25th
Materials:	January 4th	January 31st	February 25th	March 26th
Publication:	January 14th	February 8th	March 6th	April 4th

	May journal	June Grapevine	July journal	August Grapevine
Booking:	April 23rd	May 28th	June 18th	July 23rd
Recruitment:	April 25th	May 28th	June 20th	July 23rd
Materials:	April 28th	May 29th	June 23rd	July 24th
Publication:	May 8th	June 6th	July 3rd	August 1st

	September journal	October Grapevine	November journal	December Grapevine
Booking:	August 20th	September 24th	October 22nd	November 26th
Recruitment:	August 22nd	September 24th	October 24th	November 26th
Materials:	August 26th	September 25th	October 27th	November 27th
Publication:	September 4th	October 3rd	November 6th	December 5th

January

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