



Reaching the
multidisciplinary
team that cares for
sick and premature
babies in their first
year of life

MEDIA RATES
AND DATA

infant

for neonatal and paediatric
healthcare professionals

2012

Reaching the multidisciplinary team

in neonatal and infant paediatric care

Infant journal – the practical resource especially for the multidisciplinary team caring for sick or premature babies in their first year of life.



Infant features authoritative articles with a clinical or practical bias written by experts in their field, covering a wide range of subjects that reflect 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 knowledge ensures that articles are factual and relevant. All articles are subject to peer review.

Technological developments and their impact on care are discussed, as well as the social and psychological issues relating to family support and child development. In addition to commissioned articles, regular features include focus on a unit, new products, conference planner, news, *Advances in Practice* guides and book reviews.

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

The editors

Medical Editor Anthony Emmerson

BSc, MD, FRCPC, FRCP, DCH
Consultant Neonatologist, Lead Clinician for the Greater Manchester Neonatal Network, St Mary's Hospital, Manchester

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



Nursing Editor Claire Greig

BN, MSc, PhD, RGN, RM, ADM, MTD
Lecturer, Edinburgh Napier University, Scotland

As a registered midwife, neonatal nurse and with a career in neonatal nurse education, Claire is ideally qualified to be nursing editor of *Infant*.



Publisher, Managing Editor Christine Bishop

BSc Hons

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

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



Precisely targeted circulation

The secret of our success is a meticulously researched database, built up during sixteen years publishing neonatal journals. *Infant* and *Infant Grapevine* are read by key staff at NICUs and PICUs 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 subscribers, but we also send *Infant* to:

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

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

“I read Infant journal more often than other more academic journals – it has some really useful articles”

Porus Bustani, Consultant Neonatologist, Jessop Wing, Sheffield

Infant journal has also been adopted as an official journal of the European Society of Paediatric and Neonatal Intensive Care (ESPNIC), helping to build up our European circulation.

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, SCBUs and PICUs (including Republic of Ireland)
- All midwifery units
- Relevant colleges and medical libraries

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



Key readers

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

“Infant highlights the paediatric team spirit by publishing high quality articles written and read by nurses and doctors”

Dr Siba P Paul, Paediatric Trust Registrar, St Richard's Hospital, Chichester

Cost-effective recruitment

The combination of *Infant* and *Infant Grapevine* is the most accurately targeted cost-effective medium available to reach the multidisciplinary workforce involved in the care of sick or premature babies.



Our titles offer a monthly frequency, with advertising rates and data common to both. Short lead times and reliable scheduling enable you to plan recruitment advertising with confidence.

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

Tania, HR Manager (Surrey)



Recruitment advertisements placed in either publication also appear on www.infantgrapevine.co.uk at no extra charge, bringing your staff requirements to a global audience of experienced, dedicated professionals, on a site with a rich resource content.

Added impact

You can 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 post vacancies solely on the web site, at £295 per vacancy per month.

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



*“When study leave for sending our new staff on courses or to conferences is severely limited I think encouraging staff to take ownership of their own development through such valuable tools as a subscription to *Infant* is crucial.”*

Michelle Richardson, Senior Sister, Gloucester Neonatal Unit

Advertise where it counts

An advertisement in *Infant* is precisely targeted at those in the neonatal and infant paediatric field and is highly cost-effective. No other journal provides an equivalent subscriber base of neonatal and paediatric nurses and doctors.

Display advertising can be positioned throughout, with three high visibility cover sites, or you can choose to position advertising adjacent to articles relevant to your product range.



Infant year planner

Every year we produce a year planner which is mailed with the November issue of the journal. Booking an advert around the edge of the planner is an excellent way of raising the profile of your company in NICUs and PICUs throughout the year. Spaces start from only £400.

Planned articles for 2012

For the latest update, please visit: www.infantgrapevine.co.uk

- Parent satisfaction survey
- ECG-guided CVCs
- GCSF and GMCSF in newborn infection management
- Factors affecting the low prevalence of breastfeeding
- Pain management
- Physiotherapy for developmental care
- Neonatal research network
- Donor breast milk
- Newborn blood transfusion
- Vibration in neonatal transport
- Psychological effects of kangaroo care on mother and baby
- Ventricular lavage
- Congenital anomaly screening
- Extubation
- Fetal anomaly scans
- Communicating with parents
- Breast milk analysis and fortification
- Making critical care decisions
- HERO trial
- Chronic lung disease
- Ventilation during transport
- Gastro-oesophageal reflux
- Congenital heart disease and pulse oximetry
- Oxygen therapy

If you are interested in advertising alongside these features please contact Christine Bishop christine@infantgrapevine.co.uk or Mark Ronger mark@infantgrapevine.co.uk.



Advances in Practice Guides

Our four page illustrated guides are very popular with 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 readers.

To discuss possible subjects, please contact Christine Bishop on 01279 714510 or email: publishing@infantgrapevine.co.uk.

Full text of guides is freely accessible on the Infant web site.

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

www.infantgrapevine.co.uk

an invaluable online resource

The *Infant* web site brings valuable features to our subscribers and other neonatal professionals throughout the UK. A simple layout means that all of the resources are no more than a couple of clicks away, and visitors can read the full text of *Infant* articles up to 2008 as PDFs free of charge. Subscribers can access the full library of articles right up-to-date.

Web advertising

Two main banner positions are available, one rectangular banner at the top of the page and another square banner at the top of the right hand column. Both banners appear on every page throughout the site and offer unrivalled impact. Banners can be linked to your home page or linked to a dedicated page on the *Infant* web site containing text and images of your choice. Please see rates and data for further information.

Logo advertising

Your logo can also be featured on the *Infant* web site in a mini banner in the right hand column of every page. This mini banner links to a specific page in the *Infant* directory with all your company's details, links to your product reviews and to your own company web site.

Recruitment advertising

The full text and contact data from all recruitment advertisements appearing in either *Infant* or *Infant Grapevine* are displayed on the web site, free of any additional charge. Recruitment advertisements can also be placed on the web only at a highly cost-effective monthly rate.



Product and supplier directory

Our web directory is the UK's most accurate, up-to-date and useful compendium of products and services for the NICU and PICU. Companies and their brand-name products are listed under 90 specific categories from accessories to ventilators, anti-viral therapy to ultrasound. The whole directory is fully searchable by supplier, product or category to make sourcing simple for nurses, doctors and administrators alike.

Suppliers can include more product details, pictures and logos for an annual cost of just £100 per product. New Product Reviews from the printed journal can be added to the online directory at a cost of £50 a year.

Advertising rates – prices held for 2012!

New product reviews

Infant journal features new product reviews for an insertion fee of £100, subject to approval by our editor. For an additional £50 these reports can be added to the *Infant* product and supplier directory on the web site.

Inserts

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

Advances in Practice Guides

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

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	£2,835	£2,551	£2,410
Outside back cover	£1,887	£1,698	£1,528
Inside front cover	£1,823	£1,640	£1,476
Page	£1,733	£1,558	£1,472
Half page	£1,083	975	£920
Quarter page	£673	£606	£572

Mono

	Standard rate	4 - 5	6 or more
Double page	£1,829	£1,645	£1,555
Page	£1,143	£1,028	£970
Half page	£728	£649	£612
Quarter page	£444	£399	£374

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	£3,397
Page	£1,964
Half page	£1,219
Quarter page	£760

Mono

Double page	£2,573
Page	£1,403
Half page	£918
Quarter page	£547

Job of the month – just £75 extra

Web-only adverts are available at £295 per vacancy per month – please call for details.

Web site advertising

Copy can be supplied as jpg, gif, animated gif or Flash file, up to 300KB in size.

	Size	Cost per month	Link to home page per month	Cost per year
Rectangular banner	468 x 60 pixels	£300	£100	
Square banner	130 x 130 pixels	£300	£100	
Mini banner	130 x 50 pixels	£100		£600

Artwork sizes (width x depth, mm)

Standard A4 page trim size is 210mm x 297mm

	Type area	Bleed
Double page	394 x 268	426 x 303
Back cover	178 x 268	216 x 303
Inside front cover	178 x 268	216 x 303
Page	178 x 268	216 x 303
Half page	178 x 132 (landscape)	
	83 x 268 (portrait)	
Quarter page	83 x 132	

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 high res, CMYK, font-embedded PDF or EPS files. QuarkXPress 8.5 files, including fonts and images at 300dpi plus other digital formats can also 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.

Infant schedule 2012

	January journal	February Grapevine	March journal	April Grapevine
Booking:	December 23 2011	January 31	February 23	March 27
Recruitment:	January 4	January 31	February 24	March 27
Materials:	January 4	February 1	February 27	March 28
Publication:	January 13	February 10	March 7	April 5

	May journal	June Grapevine	July journal	August Grapevine
Booking:	April 19	May 29	June 21	July 31
Recruitment:	April 20	May 29	June 22	July 31
Materials:	April 23	May 30	June 25	August 1
Publication:	May 2	June 8	July 4	August 10

	September journal	October Grapevine	November journal	December Grapevine
Booking:	August 23	September 25	October 25	November 20
Recruitment:	August 24	September 25	October 26	November 20
Materials:	August 24	September 26	October 29	November 21
Publication:	September 5	October 5	November 7	November 30

Advertising contacts

Display Advertising Mark Ranger

Mark is the first point of contact for inquiries and bookings for display advertising.

- +44 (0) 1279 714509
- mark@infantgrapevine.co.uk



Recruitment Advertising Tricia Taylor

Tricia is available to answer queries and take bookings for recruitment advertising.

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Bereavement Charity

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, Sales Promotion and Direct Marketing*.
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 one week before the copy date. The cancellation by the customer of any advertising after the booking deadline will incur a cancellation fee of 100% of the charges that would be payable if the advertising had been published.
 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*, and its amendments in 2000 and 2003.