

Rate card DISPLAY PRINT ADVERTISING RATES

COMMUNITYcare
Working together for best practice in social care

Why advertise with Community care?

Reaching over 50,000 social care professionals on a weekly basis for over 30 years, Community Care is still the best route to market, upholding its reputation as an authoritative, engaging and influential publication due to its challenging approach to social care issues and its practical content driven features.

Readers take an average of 45 minutes reading the magazine and 70% of readers pass on their copy of Community Care, giving an average of 4 readers per copy overall.

DISPLAY ADVERTISING – effective 1st May 2007

Standard	Mono	Colour
Double Page Spread	£4,320	£5,120
Full Page	£2,400	£3,000
Half Page	£1,440	£1,840
Quarter Page	£865	£1,065
Booking Deadlines	2 weeks prior to publication date	
Copy Deadline	1 week prior to publication date	

SPECIAL POSITIONS

Outside Back Cover	£4,000
Inside Front Cover	£3,500
Strip Advertisement	£495
Guaranteed Position	15% Extra

ADVERTISING FEATURES (ADVERTORIALS)

Double Page Spread	£6,650
Full Page	£3,655
Booking Deadlines	3 weeks prior to publication date
Copy Deadline	3 weeks prior to publication date
Guaranteed Position	15% extra

SET SIZES

Strip Advertisement	30mm x 193mm
Quarter Page	135mm x 95mm
Half Page Landscape	135mm x 193mm
Half Page Portrait	280mm x 95mm
Full Page Type	280mm x 193mm
Full Page Trim	297mm x 210mm
Full Page Bleed	303mm x 216mm
DPS Type	280mm x 406mm
DPS Trim	297mm x 420mm
DPS Bleed	303mm x 426mm
Gutter:	Essential text should not be placed within 3mm either side of the gutter.

INSERT ADVERTISING RATES, per 1000

Up to 5 Grams	£85 per 1000
Up to 10 Grams	£95 per 1000
Up to 15 Grams	£105 per 1000
Up to 20 Grams	£125 per 1000
Up to 25 Grams	£145 per 1000
Up to 30 Grams	£160 per 1000
Up to 35 Grams	£170 per 1000
Up to 40 Grams	£180 per 1000
Up to 45 Grams	£190 per 1000
Up to 50 Grams	£200 per 1000
Full Run	50,000
Postal Copies Only	45,000
Minimum Order	10,000

ADS/ISDN/QUICKCUT

For advertisers wishing to transmit full artwork via ADS/ISDN/Quickcut, please ensure all copy is received prior to deadline (quoting the appropriate Community Care reference number) on:

ADS line number: 020 8770 9260

ISDN line number: 020 8388 0004

Quickcut files are preferred

Proof of advertisement must be supplied before transmitting electronically.

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TARGETED INSERTS

Inserts can be targeted to Community Care readers. Readers can be targeted by Client Group, Job Title, Geographic locations, and type of organisation. See ABC profile for circulation breakdown.

Call the Sales Team for further information.

Cost:	Cost per thousand dependent on weight PLUS 15% premium for targeted inserts
Delivery Date:	Inserts should be delivered to our printer on the Friday prior to publication date
Size:	Minimum size 140 x 120mm (d x w) Maximum size 287 x 200mm (d x w)
Booking Date:	Full run insert at least 3 weeks prior Split inserts at least 3 weeks prior PLEASE NOTE targeted inserts are subject to availability PLEASE NOTE we can not accept concertina folds

CANCELLATION DEADLINE

Display - 2 weeks prior to Thursday publication.

Inserts - 3 weeks prior to publication.

All advertising features are produced by Community Care to Community Care's house style. Text and graphics must be supplied at least two weeks prior to publication date. Costs are inclusive of production. All advertising features MUST be approved by the editor.

COMPENSATION

Whilst every effort is made to ensure total quality, please note that Community Care cannot compensate for any typographical errors, since advertisement proofs are available (at no extra cost) where the copy arrives by the specified deadlines. The maximum compensation for a colour error is limited to the advertiser's original colour rate. All advertising in Community Care is carried subject to Reed Business Information's standard conditions of acceptance. A copy is available on request.

GENERAL CONTACT INFORMATION

Copy, artwork and film to:

Community Care (Commercial Sales),
2nd Floor, Quadrant House,
The Quadrant, Sutton, Surrey, SM2 5AS
Tel: 020 8652 4782/4385 Fax: 020 8652 4739

Ad Doc: DX 56420 Sutton

General reader enquiries:	01444 445372
Subscriptions:	01444 445566
Editorial:	020 8652 4861

All advertisements are subject to RBI's standard terms and conditions

Find out
more

If you want more information
or would like to place a booking
contact the team on

020 8652 4782/4385

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