

## Information for Advertisers

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### What is the NCT?

The NCT (also known as the National Childbirth Trust) is UK's leading charity for parents with over 35,000 members and 400 branches across the UK. We offer information and support in pregnancy, childbirth and early parenthood. The NCT is funded through membership fees, fundraising activities and the delivery of services. Local branches are entirely run by dedicated volunteers to provide and support local services, training and evidence-based information for parents, families and health professionals. The NCT is trusted and respected by health professionals and governments as an organisation that represents the needs of parents.

### What is the NCT Gloucester Branch Newsletter?

We print three newsletters per year which are posted all local NCT members in February, June and October. It is an A5 portrait publication with cover, inside covers and centre in colour. The rest is in black and white. It usually has around 48 pages. In our newsletter local parents provide vital resources and information to our members. Local community pages inform our readers about different local and national support groups.

### Why should I advertise with the NCT Gloucester?

Recent research has shown:

- 92% of our membership come from the ABC1 demographic
- 95% of our membership are either expectant mothers or mothers with children under five
- 97% of our members trust us to provide accurate information about pregnancy, birth and early parenthood.

Also,

- The NCT supports over one million expectant and new parents each year via over 300 branches
- All profits from the newsletter are used to fund the services and information provided by the NCT charity.
- Advertising with Gloucester NCT offers an incredibly focused opportunity to companies who want to target expectant and new parents in the local area.
- The NCT charity has a well-respected image, both locally and UK wide and this association is an attractive prospect to many companies.

### Circulation:

We print 350 newsletters 3 times a year.

- Over 150 are posted directly to members
- We also distribute them through branch Nearly New Sales and other branch events
- They are also distributed through local surgeries, playgroups, etc.
- Every prior issue will be added to our online archive as soon current issue has been printed (<http://www.nct.org.uk/branches/gloucester/branch-newsletter-print-and-online/newsletter-online-archive>)

\* All prices are inclusive of VAT, please be advised that costs will be adjusted in accordance with any VAT changes. Full payment must be made in advance.

## Issue dates, copy dates and prices

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### Copy & Publication Dates 2012:

Issue	Spring 2012	Summer 2012	Autumn / Winter 2012
Copy Date	15 <sup>th</sup> January 2012	15 <sup>th</sup> May 2012	15 <sup>th</sup> September 2012
Publication Date	15 <sup>th</sup> February 2012	15 <sup>th</sup> June 2012	15 <sup>th</sup> October 2012
Features List	<ul style="list-style-type: none"> <li>▪ Getting birth partners involved in ante-natal experiences</li> <li>▪ Spring craft</li> <li>▪ Toilet Training for Toddlers</li> <li>▪ Dealing with number two, three, four or more!</li> <li>▪ Dealing with loss</li> <li>▪ Breastfeeding recommendations and tips</li> </ul>	<ul style="list-style-type: none"> <li>▪ Days out and places to go</li> <li>▪ Travelling light on holiday (tips and tricks)</li> <li>▪ Protecting your child and baby on holiday</li> <li>▪ Summer craft</li> <li>▪ Getting birth partners involved in the labour</li> <li>▪ Labour self-help</li> </ul>	<ul style="list-style-type: none"> <li>▪ Dealing with births with intervention</li> <li>▪ Getting partners involved post-birth</li> <li>▪ Dealing with Post Natal Depression</li> <li>▪ Autumn and Winter craft</li> <li>▪ Weaning without the tears</li> <li>▪ Twins and more</li> </ul>

### Advertising Rates

Black and white advertising

	Full Page	½ Page	¼ Page
1 Issue	£45	£24	£15
3 Issues	£92	£49	£32
6 Issues	£162	£90	£48

Colour advertising

	Inside Cover (full page only)	Full Page middle pull-out	½ Page middle pull-out	Back Cover (full page only)
1 Issue	£72	£55	£28	£85
3 Issues	£130	£100	£60	£160
6 Issues	£238	£190	£100	£290

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## Terms and Conditions, Advertisement formats

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### Terms and Conditions

- All prices mentioned on this information sheet are inclusive of VAT.
- Payment for all advertising must be made in advance.
- Gloucester NCT cannot assist with designing your advertisement.
- Advertising space our newsletter is limited. Requests for advertising will be dealt with on a first-come, first-served basis.
- The NCT has a very rigorous ethical policy, the Sponsorship, Commercial Relationships and Advertising Policy (SCRAP), relating to who we engage with on a commercial basis. Key principles of our SCRAP:
  - The NCT will never endorse any products or services for third parties and any relationship must protect the integrity and reputation of the NCT;
  - Any commercial partner will need to fully support the World Health Organisation (WHO) code - [http://www.who.int/nutrition/publications/code\\_english.pdf](http://www.who.int/nutrition/publications/code_english.pdf) - or, at a minimum, express an intention to abide by the code;
  - The NCT never allows the interests of a sponsoring or advertising company to dictate the content of NCT material;
  - The NCT reserves the right to veto any text provided by a commercial company or other organisations which will be associated with the NCT brand and covered by the scope of this policy;
  - The NCT will not accept advertising unless it complies with the ASA advertising code ([www.asa.org.uk](http://www.asa.org.uk)).
- Gloucester NCT reserves the right to refuse any request for advertising that does not comply with our policy.

### Accepted file formats

- Artwork must be supplied in one of the following formats:
- High Resolution print-ready PDF (preferred)
- Microsoft Publisher file (.pub)
- Adobe Photoshop TIFF format at 300 dpi
- Adobe Photoshop JPEG format at 300 dpi

### Advertisement sizes

Full page	19.218 cm x 12.817 cm (Portrait, preferred)
½ page	9.603 cm x 12.817 cm (Landscape, preferred)
¼ page	9.603 cm x 6.415 cm (Portrait, preferred)

### Checklist:

- All RGB and spot colours must be converted to CMYK
- Artwork must include 3mm bleed where appropriate
- Imported colour and grey scale images must be at least 300 dpi
- Imported bitmap images must be at least 800 dpi
- No GIFs please

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## Booking Form

Name	Company Name			
Address	Telephone			
Email (preferred contact method unless advised otherwise)				
Please indicate number of issues to be booked	1 <input type="checkbox"/>	3 <input type="checkbox"/>	6 <input type="checkbox"/>	
Please indicate size of <b>black &amp; white</b> advert to be booked	Full page <input type="checkbox"/>	½ page <input type="checkbox"/>	¼ page <input type="checkbox"/>	
Please indicate size of <b>colour</b> advert to be booked	<b>Full page middle pull-out</b> <input type="checkbox"/>	<b>½ page middle pull-out</b> <input type="checkbox"/>	<b>Inside cover full page</b> <input type="checkbox"/>	<b>Back cover full page</b> <input type="checkbox"/>
Please indicate how many <b>electronic</b> copies (.pdf) of the newsletter featuring your advertisement would you like to receive. If you wish to receive a postal copy of the newsletter, please select this box: <input type="checkbox"/>	First edition only <input type="checkbox"/>		All editions <input type="checkbox"/>	

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*A VAT invoice will be issued once booking form is received. Please make payments by bank transfer where possible.*

***Adverts will not appear unless payment has been received in full.***

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Please send this booking form to [tinajaede@googlemail.com](mailto:tinajaede@googlemail.com) or Tina Jaede, 75 Pirton Lane, Churchdown, Gloucester, GL32SB.

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