



NCT Kensington & Chelsea

Advertising Opportunities and Guidelines 2012

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About NCT

NCT (National Childbirth Trust) is THE charity for pregnancy, birth and early years parenting. The national charity is split into branches offering support, friendship and information to local parents. The branches are run entirely by volunteers.

About NCT Kensington & Chelsea

The branch has 480 members from across the Royal Borough of Kensington & Chelsea covering Brompton, Chelsea, Earls Court, Holland Park, Kensal Town, Kensington, Knightsbridge, North Kensington, Notting Hill, South Kensington, West Brompton and West Kensington. Our branch was created in October 2009. Our members are typically a mixture of expectant parents, new parents and those with small children.

The Market

The majority of people who receive the newsletter are part of a strong local NCT community.

Generally NCT members are*:

95.7% are female (pregnant and mothers with under 5s)

Circa 39% are on mail preference service

Age 22 - 45

Average income £40,000

71% class themselves as professionals

*From analysis by Black Sun Communications, 2005

Being seen to support NCT will give your brand a positive association in the local NCT community.

Companies are not able to advertise in places like GP surgeries and other health professionals. We are offering you a unique opportunity to get to these markets.

Our current print run is 700.

Please see below for:

1. [Newsletter](#)
 2. [Online Local Directory \(Web advertising\)](#)
 3. [Nearly New Sales](#)
 4. [Events](#)
 5. [Sponsorship](#)
- [Booking information](#)
[Terms & Conditions](#)
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1. NCT Kensington & Chelsea Newsletter

Our A5 newsletter has colour front and back pages. The remaining pages are a mixture of colour and black and white. This is professionally printed. It is sent to all our 480 members, to our new members joining between issues, to parents-to-be booking antenatal courses and to other similar parties. Our current print run is 700.



Samples of our newsletters can be found at www.nct.org.uk/branches/kensington-chelsea/advertising.

Edition	Advertising deadline	Received by readers by
Spring	28 th February	End of March
Summer	31 st May	End of June
Autumn	31 st August	End of September
Winter	30 th November	End of December

Pricing (including VAT at 20%)

	1 issue	4 issues		1 issue	4 issues
Black and White Quarter page	£32	£109	Colour Half page	£70	£238
Black and White Half page	£50	£170	Colour Full page	£100	£340
Black and White Full page	£80	£272	Colour Inside Front or Back Full page	£120	£408
Inserts (700)	£120	£408	Colour Outside Back Full page	£150	£510

We also offer a [package](#) of Newsletter Advertising and advertising through our Online Local Directory (Web Advertising). Please see below for more details.

Payment must be received prior to the advertising deadline to secure placement of the advert.

Advertorials

Newsletter articles which promote a business, product or service are classed as advertorials – these are charged at the current advertising rate for the relevant size. Please note that we do publish articles from writers who also run a business if we feel they are of general interest to our readership, but we will edit out any reference to the business. Advertorials are printed at the discretion of the editor.

Inserts in the newsletter mailing

An insert is a single sheet A5 paper flyer or A4 flyer folded in half, if you wish to insert something heavier then please ask the Advertising Coordinator via advertisingnctkensington@yahoo.co.uk for a quote. If you wish to insert a single A4 sheet, you must provide it folded. The advertiser should supply 700 copies of the inserts to the Advertising Coordinator within a week of the advertising deadline. We will try not to include inserts from competitors but this cannot be guaranteed.

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Technical Details

Artwork is to be supplied as a jpeg file. Resolution should be 300dpi at 100pc of the dimensions below. **Please note, if you submit your advert in any other format; we are not responsible for the quality of the image when printed.**

The publication is printed in portrait style; please consider this when designing your advert.

Dimensions of adverts are as follows:

Size of advert	Size	Orientation
Quarter page	99mm height x 61mm width	Portrait
Half page	99mm height x 123mm width	Landscape
Full page	198mm height x 123mm width	Portrait

Complimentary newsletter

We endeavour to send a complimentary copy of the newsletter (where stocks allow) to all our advertisers after we have gone to print.

See below for [booking information](#) and [terms & conditions](#).

2. Online Local Directory (Web advertising)

Kensington & Chelsea's Online Local Directory can be found at www.nct.org.uk/branches/kensington-chelsea/local-directory. This new directory will be live on 1st April 2012.

Our Online Local Directory includes your:

- Business name
- Address (if needed)
- Web site
- Email address
- Contact name
- Telephone number
- 25-word description of your products/services

The directory will be listed in alphabetical order. Logos and images are not permitted.

We currently do not allow advertising on our Facebook page. Any adverts appearing on our Facebook page will be removed.

	Advertising deadline	Live on our website
Spring	28 th February	1 st April
Autumn	31 st August	1 st October

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Pricing (including VAT at 20%)

6 months In conjunction with newsletter advertising	1 year In conjunction with newsletter advertising	6 months	1 year
£36	£63	£54	£94.50

Payment must be received prior to the advertising deadline to secure placement of the advert.

3. NCT Kensington & Chelsea Nearly New Sales

The cost of kitting out your child for the first five years can run into thousands of pounds. NCT Nearly New Sales are the perfect solution – top-quality baby and children’s clothes and equipment at bargain prices straight from their loving owners. Dates and details of NCT Kensington & Chelsea’s Nearly New Sales can be found at <http://www.nct.org.uk/branches/kensington-chelsea/nearly-new-sales>.

NCT Kensington & Chelsea can offer valued advertisers leaflet distribution through our goody bags. We distribute around 100 bags per sale. For £30 we will distribute one set of leaflets. A set of leaflets is 100. We accept one set of samples when accompanied by a set of paid leaflets.



Pricing (VAT is not applicable)

Leaflets (100)	Samples (100)
£30	Free when taken with a paid leaflet distribution

Payment must be received prior to the advertising deadline (two weeks prior to the sale) to secure inclusion of the leaflet in the goody bag.

The advertiser should supply 100 copies of the leaflets and any samples to the advertising coordinator two weeks prior to the sale. We will try not to include inserts from competitors but this cannot be guaranteed.

See below for [booking information](#) and [terms & conditions](#).

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4. NCT Kensington & Chelsea Events

Our branch runs events throughout the year which help raise the funds that supplement many aspects of our work and services to local parents and families. If you are interested in sponsoring an event or participating through advertising or leaflet distribution please contact the Advertising Coordinator via advertisingnctkensington@yahoo.co.uk.



5. Sponsorship

A strategic relationship with NCT will drive positive perception of your brand.

Benefits of sponsoring include:

- Raising the profile of your organisation
- Developing new customers and increase existing customer loyalty
- Strengthening your brand
- Maximizing branding and PR opportunities
- Differentiating you from competitors

NB: Sponsorships are developed bespoke to your requirements. Please find some possible opportunities below. Please contact us by emailing advertisingnctkensington@yahoo.co.uk to arrange your bespoke sponsorship.

“Pampers is delighted to be partnering with NCT on some exciting projects across the next year... As a brand, we recognise the importance of remaining in touch with pregnant women and new parents, so that we are able to listen and develop our products and services accordingly. NCT offers us the opportunity to do this in a truly unique and community-led way.”

-Aimee Goldsmith, External Relations Manager, Procter & Gamble

Sponsor the branch	<p><i>Your brand could be the official support for our branch with:</i></p> <ul style="list-style-type: none"> • <i>The front page of our website and newsletter</i> • <i>Priority position advertising space in our newsletter</i> • <i>Flyer and sampler opportunities at our events</i>
Newsletter Sponsorship	<p><i>Your brand could sit alongside our on the NCT Kensington & Chelsea's newsletter:</i></p> <ul style="list-style-type: none"> • <i>Produced four times per year.</i> • <i>700 copies are distributed to local members and those booking antenatal courses</i> • <i>Front cover branding</i> <i>PLUS, full page colour advert on the back page</i> <i>PLUS, website presence</i>
Event Sponsorship	<p><i>A bespoke package, that can be tailored per event, which could include:</i></p> <ul style="list-style-type: none"> • <i>Internal and external advertising</i> • <i>Banners & posters</i> • <i>Flyer distribution</i> • <i>Website</i>

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Booking Information

We require booking in writing (email is preferable) and it is considered binding. **Please state whether you are booking newsletter advertising (including size of advert), Online Local Directory (web advertising) or leaflets at events.** Please note that the newsletter adverts, the newsletter inserts and the leaflet distribution opportunities are limited, so will be offered on first come, first served basis.

You can book by emailing advertisingnctkensington@yahoo.co.uk with your contact details and what you would like to book.

If you are wishing to advertise in our Online Local Directory (Web Advertising), please supply your [text](#) to be included upon the booking of your advert, either by email or as a text file (no bullet points please).

We endeavour to email invoices within the week. We require payment prior to the advertising deadline to secure placement of the advert.

Terms & Conditions

1. Please contact the Advertising Coordinator via advertisingnctkensington@yahoo.co.uk before you create any adverts, inserts or leaflets to ensure there is space for your advertisement. When emailing please include your full contact details, where you wish to advertise and, if you are interested in a newsletter advert, the size you would like. On confirming your booking, you are agreeing to the terms.
2. All newsletter advertisements will be positioned within the magazine at the discretion of the editor. While we will endeavour to meet any positional requirements of the advertiser, this cannot be guaranteed apart from the special positions (inside and back covers) which are sold as such. We will also do our best not to place competitors next to each other but this cannot be guaranteed.
3. If you need a designer to produce your advert we can put you in touch with a designer who can work to our specifications. Please note this would be at your own expense and we, NCT, would not be involved in this process.
4. All newsletter advertisements will be positioned at the discretion of the editor. We will endeavour to meet any positional requirements, but this cannot be guaranteed apart from the covers which are sold as such. We do our best not to place competitor's adverts next to each other.
5. NCT has a policy on advertising/sponsorship which is available on request. Some key points are:
 - The NCT will not work with companies unless they express an intention to abide by the [World Health Organisation \(WHO\) Code on the marketing of breast milk substitutes](#).
 - Alternative practitioners must state their qualifications and membership of any relevant body.
6. We do not accept advertising where there is a conflict of interest which may impact on our branch's work, for example non NCT antenatal classes and First Aid Courses. Businesses who run such classes or courses may advertise their other services.

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7. Bookings do not exist until payments have been received. Payment must be made prior to the published deadline and all bookings are binding. We do accept cancellations in exceptional circumstances but reserve the right to deduct a £15 administration fee.
8. We endeavour to email invoices within the week. Payment can be made via bank transfer or by cheque.

As a charity we request quick payment of invoices.

Thank you for your interest.

NCT Kensington & Chelsea
advertisingnctkensington@yahoo.co.uk
www.nct.org.uk/kensington

0844 243 0007

Please note that Kensington & Chelsea NCT is run by volunteers who may not be readily available due to family or business commitments.