

Advertisement Specifications

The following costs are per year and include 3 issues (minimum 8,000 printed triannually - a total of at least 24,000 copies):

Eighth page inside £495.00
(92.5mm wide x 61.75mm deep)

Quarter page portrait inside £795.00
(92.5mm wide x 128.5mm deep)

Quarter page landscape inside £795.00
(190mm wide x 61.75mm deep)

Half Page inside £1,495.00
(190mm wide x 128.5mm deep)

Full Page inside £2,800.00
(190mm wide x 262mm deep)

Back Page £3,500.00
(190mm wide x 277mm deep or
full page + 3mm bleed = 216mm wide x 303mm deep)

Professionally designed artwork fee £45.00

If you don't have finished artwork and wish to use our design service, please email copy and high resolution (300dpi) images by email to kay.soper@blackpoolcarers.org

Once created, your advertisement or advertorial proof will be emailed to you for approval.

Finished artwork to be supplied as 4-colour, high resolution (300dpi) files in either jpg or pdf format with crop marks and bleed where appropriate.

How to place an advert

If you would like to reserve space for your advertisement in the next issue or simply require more information, please call Kay on 01253 393748 or email kay.soper@blackpoolcarers.org

The production and distribution of Caring Times magazine is only possible with the ongoing support of local organisations and businesses like yours.

Thank you for making a difference to local lives!



Contact Details

Blackpool Carers Centre
Beaverbrooks House
147 Newton Drive
Blackpool
FY3 8LZ

Tel: 01253 393748

Email: kay.soper@blackpoolcarers.org

www.blackpoolcarers.org

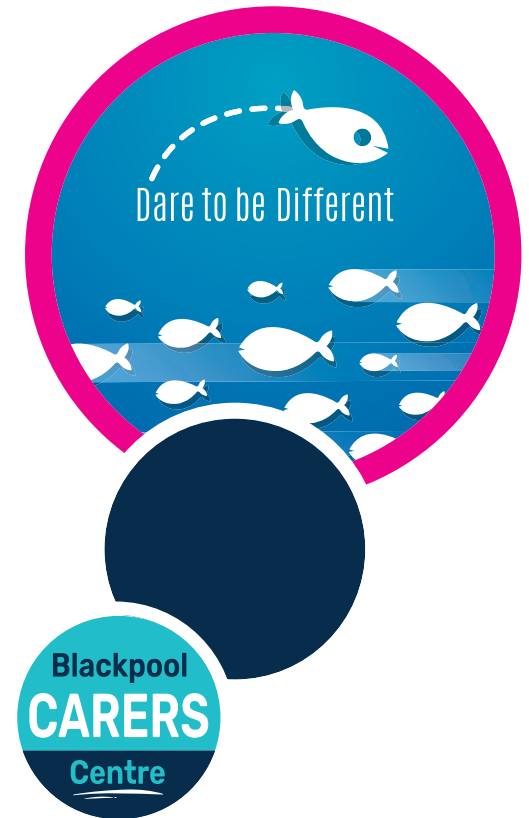


Charity No. 1114558

Our funders and awards include:



STAND OUT from the crowd!



Support your community by advertising in Blackpool Carers Centre's Caring Times Magazine

- Increase your brand awareness
- Improve your corporate social responsibility
- Spread positive local customer attitude
- Help support unpaid carers of all ages in Blackpool
- Reach a targetted new audience
- Benefit from low, professionally designed advert costs

Who we are

Blackpool Carers is an independent local charity and network partner of Carers Trust.

We currently produce a triannual, A4, 28-page magazine called Caring Times, which is very well received amongst organisations and individuals throughout Blackpool.

This publication is professionally designed and contains local and national news, interesting articles, information and support for carers.

We include a small selection of advertisements, relevant to carers and their needs, to cover the production and distribution costs of our magazine.

What we do

Provide a wide range of services to support and enhance the lives of unpaid carers of all ages throughout Blackpool, some as young as 5 years old.

Services include:

- Advocacy
- Age Specific Support
- Benefit Advice
- Bereavement Support
- Carer Awareness Training
- Consultation Groups
- Counselling
- Dementia Training
- Drop-in Centre
- 1:1 Emotional Support
- Emergency Action Plans
- Employment Support
- Family Support
- Footcare Service
- Hospital Support Project
- Information and Signposting
- Magazine
- Mental Health Project
- Residential Breaks
- Respite Activities
- Room and Garden Hire
- Schools' Support
- Substance Misuse Project
- Training for Carers and Professionals
- Volunteering
- Young Carer and Young Adult Carer Projects



The benefits to you of advertising in Caring Times magazine

- **Build your business and increase your client base by bringing your business directly into people's homes.**
- **Give you repeated exposure, as the magazines have a very long shelf life eg. left on display in GPs surgeries, libraries, dentists etc.**
- **We can create eye-catching, individually designed adverts for you, which will attract attention and stimulate a response.**
- **Adverts can be created using your own text and images, by our graphic designer at minimal cost, saving you money on large advertising agency costs.**
- **Supporting our magazine will highlight your corporate social responsibility i.e. supporting a charity enhances your company's credibility in a way that can spread a positive attitude amongst your audience and help you reach a new market.**
- **You can update your quarter, half or full page advert 3 times a year, giving it seasonal relevance or allowing you to promote a sale or special occasion.**

Young carers having a break from their caring roles, by enjoying some 'me time' in Stanley Park



Keeping things local

- Nothing can replace the positive feeling people have for their local community. That's why at Blackpool Carers, we are keeping things local!
- We believe that a community is an essential part of a person's identity and when businesses are able to tap into this powerful emotional connection, they can dramatically deepen their customer loyalty.
- Small companies need to make the most of their local status and place themselves at the heart of where they belong.
- Local people are your customers – so talk to them in a local context!

Distribution and Print Runs

The annual print run is a minimum of 24,000, ie 8,000 copies 3 times a year, which is circulated to:

- 4,500+ carers and stakeholders on our database
- Carers and visitors at Victoria and Spire Fylde Coast hospitals
- Health and social care professionals
- GP surgeries
- Libraries & Schools
- Partner organisations
- Local businesses including hairdressers, dentists, opticians, chemists, cafés & shops
- 600+ supporters via email.

The magazine is also available to download from our website.

Caring Times is distributed triannually on the following dates:

Edition	Deadline for copy	Distributed
Spring	1 February	1 March
Summer	1 June	1 July
Winter	1 October	1 November

