



# infant

*for neonatal and paediatric  
healthcare professionals*

MEDIA RATES AND DATA

# 2017

# Reaching the multidisciplinary team

## *in neonatal and infant paediatric care*

*Infant* journal is celebrating its 13th year publishing clinical and practical articles for the multidisciplinary team caring for sick or premature babies in their first year of life. Readers throughout the UK and around the world benefit from its hands-on approach to the latest developments, whether as direct subscribers or through libraries, institutions and units.

Our sister magazine *Infant Grapevine* is published in the months between journals. With news and features, reports from conferences and product guides backed by contact information in our online directory, it offers an effective advertising route to the key professionals in this important healthcare sector.

Advertising rates are the same for *Infant* journal and *Infant Grapevine*, with total readership numbers similar in size.

Combined with our extensive website and regular email bulletins, *Infant* journal and *Infant Grapevine* offer an unrivalled monthly advertising platform for all companies involved in equipment and services in support of the NICU and PICU, and they remain the premium vehicles for recruitment campaigns.

We look forward to working with you.



**Brad Wright**

**Advertising Sales**

**Direct line: +44 (0)1279 714521**

## Advertise every month

Together, our titles offer monthly advertising opportunities. Short lead times and reliable scheduling enable you to plan recruitment advertising with confidence.



## *Publication schedule 2017*

	<b>Edition</b>	<b>Booking</b>	<b>Materials</b>	<b>Publication</b>
Infant journal	January 2017	06/01/17	09/01/17	17/01/17
Infant Grapevine	February 2017	10/02/17	13/02/17	21/02/17
Infant journal	March 2017	10/03/17	13/03/17	21/03/17
Infant Grapevine	April 2017	07/04/17	10/04/17	18/04/17
Infant journal	May 2017	12/05/17	15/05/17	23/05/17
Infant Grapevine	June 2017	09/06/17	12/06/17	20/06/17
Infant journal	July 2017	07/07/17	10/07/17	18/07/17
Infant Grapevine	August 2017	11/08/17	14/08/17	22/08/17
Infant journal	September 2017	08/09/17	11/09/17	19/09/17
Infant Grapevine	October 2017	06/10/17	09/10/17	17/10/17
Infant journal	November 2017	10/11/17	13/11/17	21/11/17
Infant Grapevine	December 2017	08/12/17	11/12/17	19/12/17
Infant Year Planner	Mailed with October Grapevine	29/09/17	03/10/17	17/10/17



# The journal for the multidisciplinary team *caring for sick or premature babies in their first year of life*



The bi-monthly *Infant* journal 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.

All articles published in the journal are subject to peer review. Regular features include editorials, conference proceedings, Focus reports, the conference planner, Advances in Practice guides, patient safety features, news and book reviews.

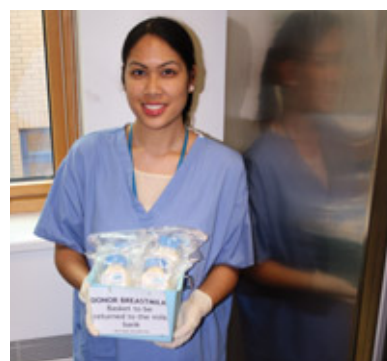
## Precisely targeted circulation

The secret of our success is a meticulously researched database, built up during our long history of publishing neonatal journals. *Infant* journal is read by key staff at NICUs and PICUs throughout the UK, via unit and personal subscriptions and through nursing and medical libraries. Our readership provides the most extensive coverage of this important sector for our advertisers.

*Infant* journal is also mailed individually to members of the Paediatric Intensive Care Society (PICS) and British Association of Perinatal Medicine (BAPM).

Bonus distribution occurs at selected events and study days.

*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.



## 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 • Neonatal Transport Staff • Health Visitors



# Planned articles for 2017



## Advertising is accepted alongside features

- The European Inhaled Nitric Oxide Registry
- Management of post-surgical feeding
- Improving prescribing practice in the neonatal unit
- The challenges to standardising parenteral nutrition
- Improving care of jaundiced babies
- Measuring pain in the newborn infant
- Persistent pulmonary hypertension
- Advances in surfactant therapy
- Family-centred care and parent satisfaction
- The fourth international conference on necrotising enterocolitis
- Identifying and managing clinical risks in newborn babies
- Neurobehavioral outcomes of preterm children
- The role of the neonatal community in organ donation
- Music on the NICU
- The use of probiotics: current practice
- The CORD pilot trial
- Advanced nurse practitioners in neonatal transport
- The effects of prematurity on child development
- Patient safety: the Serious Incident Framework
- Neonatal quality indicators
- The SIFT trial: implications for practice
- Neonatal pain and long-term outcomes
- Low flow oxygen management and weaning
- A nurse's role in neonatal organ donation
- Role of the neuroprotection nurse
- Interpreting ventilation graphics
- Neonatal cranial imaging
- Preterm infants: parents' experiences
- Glucose control in preterm infants
- Autism spectrum disorders in the preterm population
- Neonatal skin conditions
- Healthcare assistants in the NICU
- Preterm birth and brain development

## The people who bring you *Infant*



### Editor

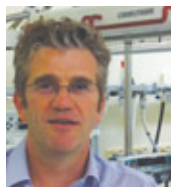
#### Lisa Leonard

BSc, PhD

With a background in medical publishing, Lisa oversees all content in *Infant* journal and *Infant Grapevine*.

+44 (0)1279 714508

[lisa@infantgrapevine.co.uk](mailto:lisa@infantgrapevine.co.uk)



### Medical Editor

#### Nicholas D Embleton

BSc, MD, FRCPCH, Consultant Neonatal Paediatrician, Newcastle Neonatal Service, Royal Victoria Infirmary

Nick brings extensive knowledge of neonatal medicine to *Infant*, combined with a keen interest in research.



### Nursing Editor

#### Michele Upton

RGN, RM, ENB405, MSc, Patient Safety Lead, Maternity and Newborn, NHS England

With a career in neonatal care in the UK and internationally, Michele is ideally placed to be nursing editor of *Infant* journal.



### Assistant Editor

#### Katherine Robinson

Katherine ensures that readers of *Infant Grapevine* are kept up-to-date on the latest news, products and events.

+44 (0)1279 714514

[katherine@infantgrapevine.co.uk](mailto:katherine@infantgrapevine.co.uk)

## Editorial board

**Jag Ahluwalia**, Consultant Neonatologist, The Rosie Hospital, Cambridge

**Gary Barrett**, Senior Lecturer, School of Health Sciences, University of Brighton

**Orla Callender**, Advanced Nurse Practitioner Candidate, The National Children's Hospital, Dublin

**Wendy Davies**, Lead Nurse, Wales Neonatal Network, Welsh Health Specialist Services Committee, Caerphilly

**Grenville Fox**, Consultant Neonatologist, Guy's and St Thomas' Hospital, London

**Celia Harding**, Senior Lecturer, Speech and Language Therapist, City University London and the Royal Free London NHS Foundation Trust

**Catherine M. Harrison**, Consultant Neonatal Paediatrician, Leeds Teaching Hospitals Trust, Leeds

**N. Kevin Ives**, Consultant Neonatologist, Honorary Senior Clinical Lecturer in Paediatrics, John Radcliffe Hospital, Oxford

**Jillian McFadzean**, Consultant in Anaesthesia and Intensive Care, Royal Hospital for Sick Children, Edinburgh

**Jenni Thomas**, Founder, the Child Bereavement Charity

# Infant Grapevine



*Infant* journal's sister publication *Infant Grapevine* has expanded to become a valuable magazine with features and news to supplement the specialist coverage of the journal. Its contents cover important and interesting areas for those with hands-on responsibility for neonatal care:

## News and conferences

Company, technology and association news are featured, along with write-ups on courses and events from around the UK. Armed with a camera, the *Infant* team meets readers and advertisers at major conferences and reports back on events. To discuss featuring your conference in *Infant Grapevine* contact Katherine Robinson on +44(0)1279 714514 or email [katherine@infantgrapevine.co.uk](mailto:katherine@infantgrapevine.co.uk).



Improved  
advertising  
opportunities

## Suppliers and directory

Product news and a directory feature about a specific category from our online directory.

## Units and jobs

NICU and PICU news and recruitment advertising are all included.



## Extensive distribution

*Infant Grapevine* is mailed free-of-charge to our journal subscribers, our extended list of neonatal and paediatric staff who have requested it and also to:

- All NICUs, SCBUs and PICUs (including Republic of Ireland)
- All midwifery units
- Relevant colleges and medical libraries
- Bonus distribution at events throughout the year

This delivers a circulation of unparalleled value to all advertisers, but especially those undertaking recruitment.

Every issue of *Infant Grapevine* is available on our website free-of-charge in text, PDF and in page-viewer format.



## Features for 2017

February	<b>Developmental care</b>
April	<b>Nutrition</b>
June	<b>Monitoring devices</b>
August	<b>Temperature management</b>
October	<b>Respiration</b>
December	<b>Transport</b>



Send us your product news, or contact Katherine Robinson on +44 (0)1279 714514.

Advertisers can specify positions throughout *Infant Grapevine*.



# Display advertising with impact

Display advertising can be placed throughout *Infant* journal and *Infant Grapevine*, with high visibility cover sites or you can choose to position advertising adjacent to articles relevant to your product range.

**On the web, our page-viewer editions display all advertising to great effect at no additional charge.**



## Advances in Practice guides and supplements

Our four-page illustrated guides are very popular with readers. Written by experts in their field, Advances in Practice guides and supplements provide information on a specific topic, presented in an easy to read, educational format – an excellent resource which is valued and constantly referred to by readers.



The cost of sponsoring these guides and supplements is £4,020 and includes 500 copies for the sponsor's use.

Full text is freely accessible on the *Infant* website. A PDF of the guide is also available for the sponsor to feature on their own website.



To discuss possible subjects, please contact Lisa Leonard on +44 (0)1279 714508 or email: [lisa@infantgrapevine.co.uk](mailto:lisa@infantgrapevine.co.uk).



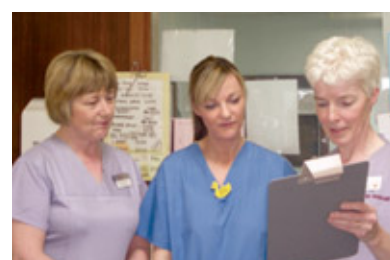
# Cost-effective recruitment

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.

## 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 £78 extra. You can also post vacancies solely on the website, at £310 per vacancy per month.

For all advertising queries, contact Brad Wright on  
+44 (0)1279 714521 or email [brad@infantgrapevine.co.uk](mailto:brad@infantgrapevine.co.uk)



## Artwork sizes (width x depth, mm)

Standard A4 page trim size is 210mm x 297mm

	Type area	Bleed
Double page	394 x 270	426 x 303
Back cover	185 x 270	216 x 303
Inside front cover	185 x 270	216 x 303
Page	185 x 270	216 x 303
Half page	185 x 132 (landscape) 90 x 270 (portrait)	
Quarter page	90 x 132 (portrait) 185 x 65 (landscape)	

## Infant year planner

We produce our own year planner which is mailed with the October issue of *Infant Grapevine*. Booking an advert around the edge is an excellent way of raising the profile of your company in NICUs and PICUs throughout the year.

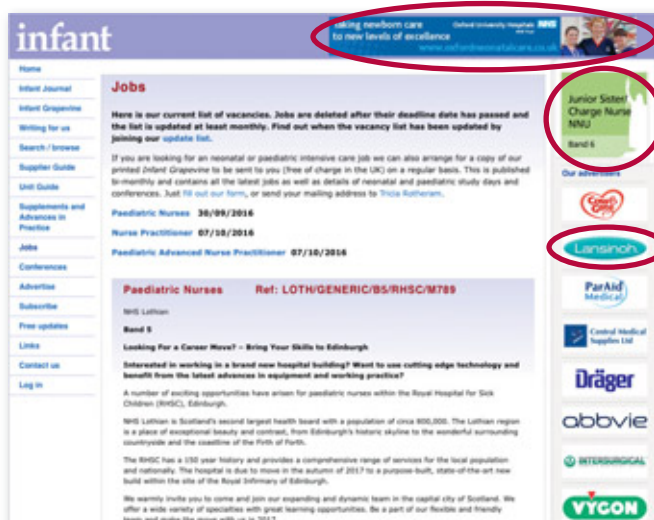
Booking deadline for the next planner is 29 September 2017. Turn the page for rates and space options.

Contact Brad Wright on +44 (0)1279 714521.



# Infant online

The *Infant* website brings valuable features to 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 free, except for the most recent two years, as PDFs and in page-viewer format. Subscribers can access the full library of articles to date.



Two main banner positions are available on the *Infant* website, both appear on every page and offer unrivalled impact.

Your logo can also be featured in a mini banner in the right hand column of every page, linking to your company's page in the *Infant* directory.

## Website advertising

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

	Size
Rectangular banner	468 x 60 pixels
Square banner	130 x 130 pixels
Mini banner	130 x 50 pixels
Email banner	468 x 60 pixels

## Recruitment advertising

Text and contact details from recruitment advertisements appearing in *Infant journal* or *Infant Grapevine* are displayed on the website, free of additional charge. Web-only recruitment advertisements are also available.

## Product and supplier directory

Our web directory is a 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.

Contact Brad Wright on +44 (0)1279 714521 or email [brad@infantgrapevine.co.uk](mailto:brad@infantgrapevine.co.uk)



# Advertising rates

## Display advertising

Appears throughout *Infant* journal and *Infant Grapevine*, and specific locations can be reserved (subject to availability).

### Colour

	Standard rate	4 - 5	6 or more
Double page	£2,979	£2,680	£2,530
Outside back cover	£1,985	£1,784	£1,605
Inside front cover	£1,915	£1,722	£1,550
<b>Page</b>	<b>£1,820</b>	<b>£1,640</b>	<b>£1,547</b>
Half page	£1,140	£1,025	£966
Quarter page	£705	£635	£602

## Year planner advertising

	Dimensions (width x depth, mm)	Rate
Triple space	290 x 63	£1,720
Double space landscape	140 x 63	£1,005
Double space portrait	68 x 126	£920
Single space	68 x 63	£464

### Contact Brad Wright

#### Advertising Sales

**Direct line: +44 (0)1279 714521**

**brad@infantgrapevine.co.uk**

Brad is here to handle all your enquiries related to advertising in *Infant* journal, *Infant Grapevine* and on the website.



## Recruitment advertising

Recruitment advertising may be placed in *Infant* journal or *Infant Grapevine*. Printed rates include an entry on the website.

### Colour

Double page	£3,570
<b>Page</b>	<b>£2,065</b>
Half page	£1,280
Quarter page	£799

### Mono

Double page	£2,700
<b>Page</b>	<b>£1,475</b>
Half page	£965
Quarter page	£575

**Job of the month – just £78 extra**

**Web-only adverts are available at £310 per vacancy per month, please call for details.**

## Web/email advertising

	Cost per month	Cost per year
Rectangular banner	£300	£1,545
Square banner	£300	£1,545
Mini banner	£100	£618
Email banner	£300	£1,545

## Print specification:

*Infant* journal 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 10 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.

**Published by Stansted News Ltd, 134 South Street, Bishop's Stortford, Hertfordshire, CM23 3BQ, UK**  
**Tel: +44 (0)1279 714511 Fax: +44 (0)1279 714519 www.infantgrapevine.co.uk**

## 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.





***Infant journal and Infant Grapevine***

Published by Stansted News Ltd, 134 South Street, Bishop's Stortford, Hertfordshire, CM23 3BQ, UK  
Tel: +44 (0)1279 714511 Fax: +44 (0)1279 714519 [www.infantgrapevine.co.uk](http://www.infantgrapevine.co.uk)