for neonatal and paediatric healthcare professionals

MEDIA RATES AND DATA

2017
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

<table>
<thead>
<tr>
<th>Infant journal</th>
<th>Edition</th>
<th>Booking</th>
<th>Materials</th>
<th>Publication</th>
</tr>
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<tr>
<td>Infant Grapevine</td>
<td>February 2017</td>
<td>10/02/17</td>
<td>13/02/17</td>
<td>21/02/17</td>
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<td>Infant journal</td>
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<td>October 2017</td>
<td>06/10/17</td>
<td>09/10/17</td>
<td>17/10/17</td>
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<td>December 2017</td>
<td>08/12/17</td>
<td>11/12/17</td>
<td>19/12/17</td>
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<tr>
<td>Infant Year Planner</td>
<td>Mailed with October Grapevine</td>
<td>29/09/17</td>
<td>03/10/17</td>
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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

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

Editorial board
Jag Ahluwalia, Consultant Neonatologist, The Rosie Hospital, Cambridge
Gary Barrett, Senior Lecturer, School of 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

The fourth international conference on necrotising enterocolitis

Editorial board
Jag Ahluwalia, Consultant Neonatologist, The Rosie Hospital, Cambridge
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Jillian McFadzean, Consultant in Anaesthesia and Intensive Care, Royal Hospital for Sick Children, Edinburgh
Jenni Thomas, Founder, the Child Bereavement Charity
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.

**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.

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**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  Developmental care
April     Nutrition
June      Monitoring devices
August    Temperature management
October   Respiration
December  Transport

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

Advertisers can specify positions throughout Infant Grapevine.
The guidelines recommend 3.5-4g/kg/day  

Unfortunately as deaths from respiratory diseases become less common, NEC has  

These infants, however, remain vulnerable to a number of life-threatening conditions,  

Over the last two decades advances in antenatal care and the management of preterm  

Nutrition following surgery  

Advance in Practice – 9  

Nicholas D Embleton  

Sponsored by in association with  

Good quality nutritional management is probably the most important  

- Uptake in the immediate post-operative period.  

- The disciplinary neonatal team to pay careful attention  

- Clearly, it is important for the whole multi-disciplinary team to pay careful attention  

- weeks overall.  

- feeds meaning they may be reliant on TPN for 3-4  

- Total parenteral nutrition (TPN) is vital to long-term survival but there are many challenges with  

- Nutrition is integral to long-term metabolic health,  

- Newborns do not receive adequate nutrient intakes.  

- of surgery and the post-operative period.  

- Nutrition following surgery and intestinal resection higher up in the  

- of milk is therefore extremely important and  

- which occurs primarily in the third trimester.  

- from the Committee of Nutrition of the European  

- Fortifier (BMF). Where formula feeds are used their  

- insufficient to provide the energy needs of these infants during the  

- The inflammatory cascade associated with  

- cognitive outcome than their gestation-matched  

- NEC may damage brain tissue directly, leading to  

- cognitive impairment that is likely to be  

- exacerbation of infections and the ability to withstand the stresses  

- cognitive development, the ability to withstand  

- Table 1  

<table>
<thead>
<tr>
<th>Daily intake kg/day</th>
<th>Energy</th>
<th>Carbohydrate</th>
<th>Lipids</th>
<th>Protein</th>
<th>Minerals</th>
<th>Vitamins</th>
<th>Fat</th>
<th>Protein for infants 1-1.8kg</th>
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<tbody>
<tr>
<td>3.5-4g/kg/day</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>11.6-13.2g</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>800-1000IU/day</td>
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</tr>
</tbody>
</table>

Further reading:  

- NICU and the third international conference on neonatal lipidolysis  

- https://www.infantgrapevine.co.uk  

To discuss possible subjects, please contact Lisa Leonard on +44 (0)1279 714508 or email: 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

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### Artwork sizes (width x depth, mm)

<table>
<thead>
<tr>
<th>Type area</th>
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<tr>
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<tr>
<td>Back cover</td>
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<tr>
<td>Inside front cover</td>
<td>185 x 270</td>
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<tr>
<td>Page</td>
<td>185 x 270</td>
</tr>
<tr>
<td>Half page</td>
<td>185 x 132 (landscape)</td>
</tr>
<tr>
<td>Quarter page</td>
<td>90 x 132 (portrait)</td>
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</tbody>
</table>

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### 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.

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
Advertising rates

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

<table>
<thead>
<tr>
<th>Colour</th>
<th>Standard rate</th>
<th>4 - 5</th>
<th>6 or more</th>
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<tr>
<td>Double page</td>
<td>£2,979</td>
<td>£2,680</td>
<td>£2,530</td>
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<tr>
<td>Outside back cover</td>
<td>£1,985</td>
<td>£1,784</td>
<td>£1,605</td>
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<td>Inside front cover</td>
<td>£1,915</td>
<td>£1,722</td>
<td>£1,550</td>
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<tr>
<td>Page</td>
<td>£1,820</td>
<td>£1,640</td>
<td>£1,547</td>
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<tr>
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<td>£1,140</td>
<td>£1,025</td>
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<td>£705</td>
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Year planner advertising

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<tr>
<td>Double space landscape 140 x 63</td>
<td>£1,005</td>
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<td>Double space portrait 68 x 126</td>
<td>£920</td>
</tr>
<tr>
<td>Single space 68 x 63</td>
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Recruitment advertising
Recruitment advertising may be placed in Infant journal or Infant Grapevine. Printed rates include an entry on the website.

<table>
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<td>Quarter page</td>
<td>£799</td>
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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

<table>
<thead>
<tr>
<th>Cost per month</th>
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<td>Square banner</td>
<td>£300</td>
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<td>Mini banner</td>
<td>£100</td>
</tr>
<tr>
<td>Email banner</td>
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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.

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.

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 occasioned by error, late publication or the failure of an advertisement to appear from
3. 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.
4. 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.
5. 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.
6. 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.
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 has not been paid one month after the due date.
(c) The full 15 per cent where the sum owing has not been paid one month after the due date.
(d) The full 15 per cent where the sum owing has not been paid one month after the due date.
(e) The full 15 per cent where the sum owing has not been paid one month after the due date.
8. Copy must be supplied without application for the insurance of all advertisement material delivered by him to the Publisher and the Publisher reserves the right to repeat the copy last used.
9. All advertisements, 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 reserves the right to repeat the copy last used.
12. The Advertiser 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 journal will only be accepted on condition that the Advertiser warrants that the advertisement does not in any way contravene the provisions of the Unfair Trading Regulations 2008, and its amendments in 2000 and 2003.