

**NEW!**  
More online and  
email promotion  
opportunities

# infant

*for neonatal and paediatric  
healthcare professionals*

MEDIA RATES AND DATA

# 2018



# Infant delivers effective advertising in print and online

Multidisciplinary teams of doctors and nurses in more than 200 specialist neonatal units throughout the U.K. and Ireland rely on *Infant* journal for its unique blend of peer-reviewed clinical and practical articles and reports designed for continuing education and the promotion of the latest best practice.

The journal has been published every two months since 2005 and has subscribers, both personal and institutional, in countries all around the world who enjoy the journal either in print or full online page-turner editions.

In 2018 the journal is undergoing a major expansion with the addition of a new monthly email bulletin and expanded website. These will reach a hugely enhanced audience by harnessing our extensive web resources.

The monthly bulletin will feature what's coming up in the journal, the latest product updates and neonatal unit news, delivered to our extended mailing list of subscribers, unit staff, suppliers and other paediatric professionals worldwide in a more timely and direct format. We will be working throughout 2018 to greatly expand the reach of this important new medium.

The journal has always provided an excellent vehicle for display and recruitment advertising and now the monthly email bulletins and expanded web resources will provide a variety of banner positions, sponsorships and directory enhancements designed to catch the eye of buyers and specifiers in NICUs, PICUs, LNUs and SCBUs nationwide.

I look forward to discussing these exciting new opportunities with you.



**Brad Wright**

**Advertising Sales**

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

# 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, supplements, 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.

It 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.

The 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
- Neonatal Sisters and Nurses
- Modern Matrons
- Paediatric Intensive Care Nurses
- Midwives
- Neonatal Transport Staff
- Health Visitors





## Planned articles for 2018

Advertising is accepted alongside all features

- Simulation and self-efficacy in neonatal nursing
- Breast milk fortification and growth
- Congenital laryngotracheal stenosis
- Neonatal clinical trials: the importance of follow up
- Congenital hepatic arteriovenous malformation with persistent pulmonary hypertension
- Improving the early detection of cleft palate
- Complications of ventriculo-peritoneal shunt placement
- Role of the neonatal support worker
- Developmentally accurate body posture of newborns on the NICU
- Strategies to prevent admission to the NNU
- Neonatal transitional care
- Strokes in infancy
- Breastfeeding experiences of mothers of preterm infants
- Successful cup feeding
- Infantile pyloric stenosis
- Role of protein in neonatal and infant nutrition
- Fetal and neonatal brain MRI
- Preventive aspects of neonatal nutrition
- Improving diagnosis of NEC
- Hypoplastic left heart syndrome
- Family-centred care; family-integrated care
- Regional variation in neonatal care
- Life after the NICU
- Lactation physiology
- Donor human milk in the NICU
- SIGNEC 5th International Conference
- Neonatal cranial imaging
- Autism spectrum disorders in the preterm population
- Using ECMO to treat septic shock
- Neonatal and infant organ donation
- Blood warming devices for neonatal exchange transfusion
- Neonatal skin conditions
- Measuring pain in the newborn infant
- Impact of IVF on the NICU
- The SIFT trial: implications for practice
- Neonatal pain affecting long-term outcomes
- Low flow oxygen management and weaning
- Role of the neuroprotection nurse
- Working with and interpreting ventilation graphics
- Neurobehavioral outcomes of preterm children
- Advances in surfactant therapy
- Music on the NICU
- The CORD pilot trial
- The effects of prematurity on child development
- Stand-up solutions: improving team engagement
- Core outcome sets for neonatal care
- Antibiotics for neonatal sepsis
- Improving the care of jaundiced babies
- Family-centred care and parent satisfaction



## The people who bring you *Infant*



### Editor

**Lisa Leonard**

BSc, PhD

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

+44 (0)1279 714508

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



### Medical Editor

**Nicholas D Embleton**

BSc, MD, FRCPC, 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 Improvement

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



### Bulletin Editor

**Katherine Robinson**

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

+44 (0)1279 714514

[katherine@infantjournal.co.uk](mailto:katherine@infantjournal.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 Paediatric Emergency Department, The National Children's Hospital, AMNCH, Dublin

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

**Grenville Fox**, Consultant Neonatologist, Neonatal Unit, 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

# Display advertising with impact

Display advertising can be placed throughout the journal, 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-turner editions display all advertising to great effect at no additional charge.

## Cost-effective recruitment

The combination of the journal, the email bulletins and the website offer the most accurately targeted and cost-effective medium available to reach the multidisciplinary workforce involved in the care of sick or premature babies.

Recruitment advertising placed in the journal is promoted in up to two of the bulletins and on the web for up to two months.

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



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.

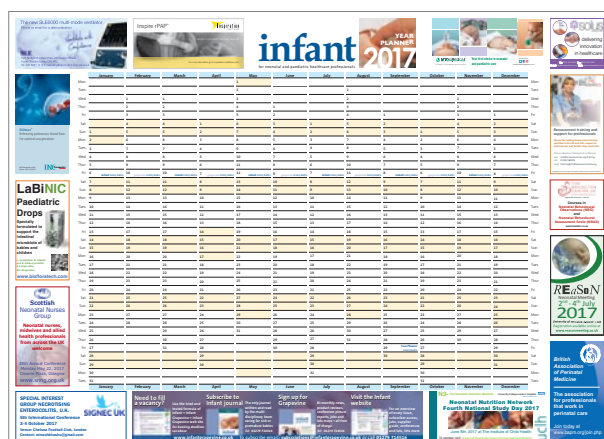
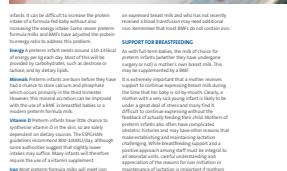
To discuss possible subjects,  
please contact Lisa Leonard on  
+44 (0)1279 714508 or email:  
[lisa@infantjournal.co.uk](mailto:lisa@infantjournal.co.uk).

# Infant year planner

We produce our own year planner which is mailed with the November issue of the journal. Booking an advert around the edge is an excellent way of raising the profile of your company, charity or event in NICUs and PICUs throughout the year.

Booking deadline for the next planner is 9 November 2018.

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





# Infant delivers news and valuable data directly to neonatal professionals

*Infant* is making the most of its online format in 2018, with expanded web resources, full social media support, faster news and even greater distribution in the form of a monthly news bulletin. It now provides the neonatal care sector with a single comprehensive resource at [www.infantjournal.co.uk](http://www.infantjournal.co.uk).

## Fast news

From January 2018 our regular unit news gathered from NICUs all around the country, and latest product news will be published immediately on the *Infant* website, spread through Twitter and Facebook, and finally compiled into an email bulletin every month.

## Expanded Unit Guide

Our hugely popular online guide to neonatal units has been expanded from England and Wales to now cover Scotland and Northern Ireland.

## Enhanced Supplier Guide

Now conveniently divided into 11 major sections, our online Supplier Guide is the most comprehensive buyer's resource for all staff looking for specialist capital equipment, consumables and services for the NICU. The guide is free-to-access for all website users and lists companies and contact details for goods and services in over a hundred categories.



## Conferences and study days

Our Conference Planner remains the single most comprehensive listing of training events, symposia, study days, conferences and meetings of direct relevance to the neonatal care professional. Again it is free-to-access for all web users.

## Recruitment advertising

Jobs advertised in *Infant* are immediately available to view on the website, then promoted through social media, and prominently displayed on the flagship monthly email bulletin.

## Total distribution

The *Infant* website rides high in Google and other searches, attracting a professional audience from all around the world, with over 100,000 page impressions a year. It brings in a constant stream of requests for our free monthly email.

The email reaches subscribers to the printed and online editions of the journal, and a substantial list of key contacts at neonatal units, midwifery units, relevant colleges and institutions – in total around 3,000 individuals – making it the most comprehensive digital coverage of this important specialty.





# Promotional opportunities

## Web page-top banners

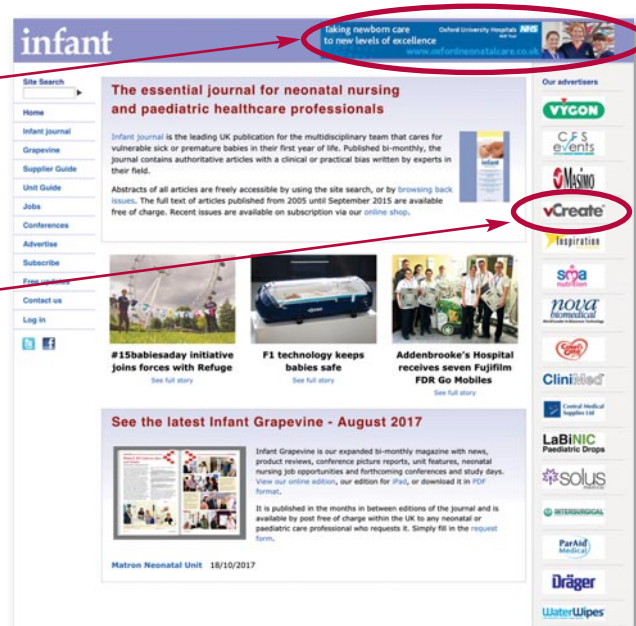
In pride of place at the top of the web home page and all our web pages, rotating between three advertisers. Quarterly booking.

## Web logo column

In the right column on every page, these positions are reserved exclusively for the leading advertisers in the most recent printed journals.

## Web Supplier Guide sponsorship

With 11 sectors to choose from, these provide an excellent opportunity to target specific buyers, with a web page-top banner on the home page and on the detail pages of companies in the sector, an enhanced listing in searches and a logo on the Supplier Guide home page and advertiser's own page. Annual booking.



## Web Unit News sponsorship

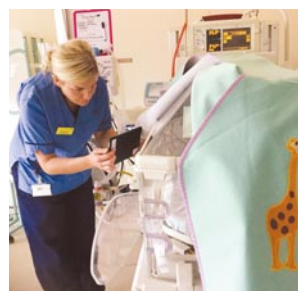
**Just one available**, with a banner above the unit news on the email bulletin and logo on every unit news story web page. Annual booking.

## Web Unit Guide sponsorship

**Just one available**, with page-top banner on all Unit Guide pages, and a logo in the text. Annual booking.

## Web Conference Planner sponsorship

**Just one available**, with a banner above the conference listing on the monthly email bulletin and logo on every conference web page. Annual booking.



# Publication schedule 2018

Printed journal			
Edition	Booking	Materials	Publication
January 2018	05/01/18	08/01/18	18/01/18
March 2018	09/03/18	12/03/18	22/03/18
May 2018	11/05/18	14/05/18	24/05/18
July 2018	06/07/18	09/07/18	19/07/18
September 2018	07/09/18	10/09/18	20/09/18
November 2018	09/11/18	12/11/18	22/11/18
Email bulletin			
Edition	Booking	Materials	Publication
January 2018	08/01/18	08/01/18	09/01/18
February 2018	05/02/18	05/02/18	06/02/18
March 2018	05/03/18	05/03/18	06/03/18
April 2018	29/03/18	29/03/18	03/04/18
May 2018	30/04/18	30/04/18	01/05/18
June 2018	04/06/18	04/06/18	05/06/18
July 2018	02/07/18	02/07/18	03/07/18
August 2018	06/08/18	06/08/18	07/08/18
September 2018	03/09/18	03/09/18	04/09/18
October 2018	01/10/18	01/10/18	02/10/18
November 2018	05/11/18	05/11/18	06/11/18
December 2018	03/12/18	03/12/18	04/12/18
Year planner			
	Booking	Materials	Publication
Mailed with November journal	09/11/18	12/11/18	22/11/18

# Advertising rates and data

## Display/recruitment advertising rates

Specific locations can be reserved (subject to availability).

	Standard rate	4 - 5	6 or more	Type area	Trim	Bleed
Double page	£2,979	£2,680	£2,530	394 x 270	420 x 297	426 x 303
Outside back cover	£1,985	£1,784	£1,605	185 x 270	210 x 297	216 x 303
Inside front cover	£1,915	£1,722	£1,550	185 x 270	210 x 297	216 x 303
<b>Full page</b>	<b>£1,820</b>	<b>£1,640</b>	<b>£1,547</b>	185 x 270	210 x 297	216 x 303
Half page	£1,140	£1,025	£966	185 x 132 (landscape) 90 x 270 (portrait)		
Quarter page	£705	£635	£602	90 x 132 (portrait) 185 x 65 (landscape)		

## Artwork sizes

Standard A4 size - width x depth, mm

## Web/email advertising

	per quarter	Per year	Dimensions
Page-top banner	£900	£3,600	468 x 60 pixels
Supplier Guide sponsorship		£1,950	468 x 60 pixels
Unit News sponsorship (one only)		£2,750	468 x 60 pixels
Unit Guide sponsorship (one only)		£1,750	468 x 60 pixels
Conference Planner sponsorship		£1,750	468 x 60 pixels

## Artwork sizes

May be supplied as jpeg, gif or animated gif files, up to 300KB

## Year planner advertising

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

## Print specification:

Infant journal is 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 files. Other digital formats can be accepted; please call for more 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.

**For all advertising enquiries contact Brad Wright, Advertising Sales**

Direct line: +44 (0) 1279 714521, email: [brad@infantjournal.co.uk](mailto:brad@infantjournal.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 Business Protection from Misleading Marketing Regulations, 2008, and its subsequent amendments.

