

Prices
held from
2018!

infant

*for neonatal and paediatric
healthcare professionals*

MEDIA RATES AND DATA

2019



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.

Our monthly email bulletin features the latest product updates and neonatal unit news, and is delivered to our extended mailing list of subscribers, unit staff, suppliers and other paediatric professionals worldwide in a timely and direct format.

The journal has always provided an excellent vehicle for display and recruitment advertising and the monthly email bulletins and extensive web resources 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 working with you.

A handwritten signature in black ink, appearing to read 'Brad Wright', with a stylized flourish at the end.

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
- Allied healthcare professionals



Planned articles for 2019

Advertising is accepted alongside all features

- Temperature control when transporting neonates
- Optimising the delivery of parenteral nutrition in newborn care
- SIGNEC sixth international conference
- BAPM quality standards: a case study
- An analysis of umbilical long-line extravasation injuries
- How to achieve successful preterm breastfeeding
- Parent involvement in comfort care
- The clinical neonatal nurse consultant and the challenges of research
- Wound care for preterm infants
- Congenital diaphragmatic hernia – an update
- Cardiovascular monitoring in neonatal intensive care
- Antenatal palliative care
- The Late and Moderately Preterm Birth Study: outcomes to date
- Admission of term neonates for hypoglycaemia
- Neonatal abstinence syndrome
- Complications of ventriculo-peritoneal shunt placement
- Hypoplastic left heart syndrome
- Bereavement support in neonatal intensive care
- The effects of prematurity on child development
- Phototherapy at home for the treatment of neonatal jaundice
- Management of urea cycle disorders
- Predicting outcome in neonatal encephalopathy
- Improving data collection
- Neonatal pain affecting long-term outcomes
- UK variation in the practice of airway management
- An evaluation of the Saving Babies' Lives Care Bundle
- Pulse oximetry screening for detection of critical congenital heart defects
- Being open in perinatal care
- Human milk for premature infants
- Neonatal ward management
- Measuring pain in the newborn infant
- Prevention of injuries from nasal CPAP devices
- What's new in neuroprotection?
- Genetic tests for the diagnosis of neonatal syndromes
- Fetal and neonatal cranial imaging
- Neonatal palliative care: transport issues
- Autism spectrum disorders in the preterm population
- Neonatal skin conditions
- Low flow oxygen management and weaning
- Neurobehavioural outcomes of preterm children
- Breast milk fortification and growth
- Involving families in the review of serious adverse events
- Role of protein in neonatal and infant nutrition
- Strokes in infancy
- Breastfeeding experiences of mothers of preterm infants
- Improving diagnosis of NEC



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



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.

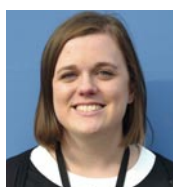


Nursing Editor

Michele Upton

RGN, RM, ENB405, MSc, Head of Maternity and Neonatal Transformation Programmes, 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

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

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, email bulletins and website offers 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



Infant delivers news and valuable data directly to neonatal professionals

Infant is making the most of its online format in 2019, with expanded web resources, full social media support, faster news and even greater distribution in our monthly news bulletin. It now provides the neonatal care sector with a single comprehensive resource at www.infantjournal.co.uk.

Fast news

Our regular unit news gathered from NICUs all around the country, and latest product news is 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

Conveniently divided into 11 major sections, our online Supplier Guide is the most comprehensive buyers' 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.



@InfantJournal



InfantJournal

Promotional opportunities

Web page-top banners

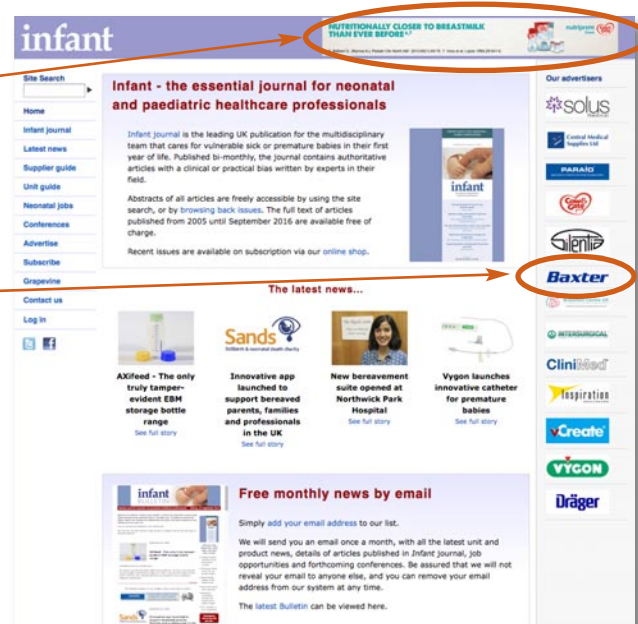
In pride of place at the top of the web home page and all our web pages, rotating between three advertisers. Quarterly booking.

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 2019

Printed journal			
Edition	Booking	Materials	Publication
January 2019	14/01/19	16/01/19	25/01/19
March 2019	06/03/19	08/03/19	21/03/19
May 2019	08/05/19	10/05/19	23/05/19
July 2019	10/07/19	12/07/19	25/07/19
September 2019	12/09/19	16/09/19	26/09/19
November 2019	06/11/19	08/11/19	21/11/19
Email bulletin			
Edition	Booking	Materials	Publication
January 2019	07/01/19	07/01/19	08/01/19
February 2019	04/02/19	04/02/19	05/02/19
March 2019	04/03/19	04/03/19	05/03/19
April 2019	01/04/19	01/04/19	02/04/19
May 2019	03/05/19	03/05/19	07/05/19
June 2019	03/06/19	03/06/19	04/06/19
July 2019	01/07/19	01/07/19	02/07/19
August 2019	05/08/19	05/08/19	06/08/19
September 2019	02/09/19	02/09/19	03/09/19
October 2019	30/09/19	30/09/19	01/10/19
November 2019	04/11/19	04/11/19	05/11/19
December 2019	02/12/19	02/12/19	03/12/19
Year planner			
	Booking	Materials	Publication
Mailed with November journal	06/11/19	08/11/19	21/11/19

Advertising rates and data

Prices held from 2018!

Display/recruitment advertising rates

Specific locations can be reserved (subject to availability)

Per issue	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
Full page	£1,820	£1,640	£1,547
Half page	£1,140	£1,025	£966
Quarter page	£705	£635	£602

Artwork sizes

Standard A4 size - width x depth, mm

Type area	Trim	Bleed
394 x 270	420 x 297	426 x 303
185 x 270	210 x 297	216 x 303
185 x 270	210 x 297	216 x 303
185 x 270	210 x 297	216 x 303
185 x 132 (landscape) 90 x 270 (portrait)		
90 x 132 (portrait) 185 x 65 (landscape)		

Web/email advertising

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

Artwork sizes

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

	Dimensions
Page-top banner	468 x 60 pixels
Supplier Guide sponsorship	468 x 60 pixels
Unit News sponsorship (one only)	468 x 60 pixels
Unit Guide sponsorship (one only)	468 x 60 pixels
Conference Planner sponsorship	468 x 60 pixels

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



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.

