



# infant

*for neonatal and paediatric  
healthcare professionals*

MEDIA RATES AND DATA

# 2020



# 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. Our new neonatal equipment and product features and the monthly email bulletins provide a variety of positions, sponsorship and enhancement opportunities 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 'Adele Pirie', is shown on a light grey background.

**Adele Pirie**

**Advertising Sales**

**Direct line: +44 (0)1279 714510**



# 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, equipment and product 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.

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 2020

Advertising is accepted alongside all features

- Full milk feeds from day one for preterm infants
- Nasogastric tube feeds at home
- Learning from avoidable brain injuries at birth
- Risk reduction in parenteral feeding
- Administering the Hospital Anxiety and Depression Scale within a NNU
- Management and outcomes of gastroschisis
- Health, morale and wellbeing for NICU staff
- Assessment and management of babies who have been accidentally dropped
- Neonatal mortality reviews
- Fetal medicine training for neonatal trainees
- Sepsis and central line associated neonatal infection
- Organ donation saves lives
- Music to decrease heart rate and increase oxygen saturations in preterms
- Cardiovascular monitoring in neonatal intensive care
- Case report: epidermolysis bullosa, pyloric atresia and imperforate anus
- Temperature control when transporting neonates
- Wound care for preterm infants
- Parent involvement in comfort care
- Bereavement support in neonatal intensive care
- Umbilical long-line extravasation injuries
- The challenges of research for clinical neonatal nurse consultants
- Congenital diaphragmatic hernia – an update
- Pulse oximetry screening for critical congenital heart defects
- Fetal and neonatal cranial imaging
- Admission of term neonates for hypoglycaemia
- Hypoplastic left heart syndrome
- How to achieve successful preterm breastfeeding
- Neonatal ward management
- Urea cycle disorders
- Predicting outcome in neonatal encephalopathy
- Low flow oxygen management and weaning
- Neonatal pain affecting long-term outcomes
- Improving data collection
- UK variation in the practice of airway management
- The Late and Moderately Preterm Birth Study: outcomes to date
- Being open in perinatal care
- Ventriculo-peritoneal shunt placement
- Human milk for premature infants
- Role of protein in neonatal and infant nutrition
- Measuring pain in the newborn infant
- Nasal CPAP devices: preventing injuries
- What's new in neuroprotection?
- Ethics and treatment disputes in neonatal intensive care
- Genetic tests for the diagnosis of neonatal syndromes
- Neonatal palliative care: transport issues
- Autism spectrum disorders in the preterm population
- 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](mailto:lisa@infantjournal.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, 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](mailto:katherine@infantjournal.co.uk)

## Editorial board

**Jag Ahluwalia**, Consultant Neonatologist, Neonatal Intensive Care Unit, The Rosie Hospital, Cambridge

**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

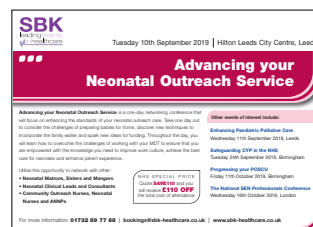
**Jillian McFadzean**, Consultant in Anaesthesia and Intensive Care, Royal Hospital for Sick Children, Edinburgh

**Sagarika Ray**, Consultant Neonatologist, Department of Neonatal Medicine, The Shrewsbury and Telford Hospital NHS Trust

**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 Adele Pirie on +44 (0)1279 714510 or email [adele@infantjournal.co.uk](mailto:adele@infantjournal.co.uk)**





# 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 that 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.

ADVANCES IN PRACTICE — 9

## Nutrition following surgery in the preterm infant

Over the last two decades advances in infant care and the management of preterm infants have resulted in increasing numbers of preterm babies surviving long term. These infants, however, remain vulnerable to a number of the threatening conditions, particularly gastrointestinal complications such as necrotising enterocolitis (NEC). Unfortunately as deaths from respiratory diseases become less common, NEC has increased in importance and, combined with sepsis, is now the single most common reason for death after the first postnatal week. Around half of all infants with clinically diagnosed NEC will require surgery; in most, this results in removal of the ileum and/or the formation of a stoma. Careful nutritional management of these infants is essential to ensure that survival and long-term outcomes can be optimised.

by **Nicola Davidson**

BS, MRCPsych, Consultant Neonatal Paediatrics, Newcastle Hospitals NHS Foundation Trust

Sponsored by **Inproctac** in association with **infant**

Look for **infant**, New Business Card, Teaching, Whiston Hospital, 01924 5680 071, 01924

### PRACTICE — 3

## Importance of nutrition in the infant

nutritional management is probably the most important issue for the outcome for preterm infants in general and for going surgery in particular.

For term neonates, babies grow, and the ability to withstand surgery is without the obvious and significant problems seen in the preterm neonate. However, in the preterm neonate, particularly in the very low birth weight (VLBW) infant, the ability to withstand surgery is not the same. The ability to withstand surgery is not the same as the ability to withstand surgery. The ability to withstand surgery is not the same as the ability to withstand surgery. The ability to withstand surgery is not the same as the ability to withstand surgery.

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Online at [www.infant.co.uk](http://www.infant.co.uk) or [www.inproctac.co.uk](http://www.inproctac.co.uk)

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

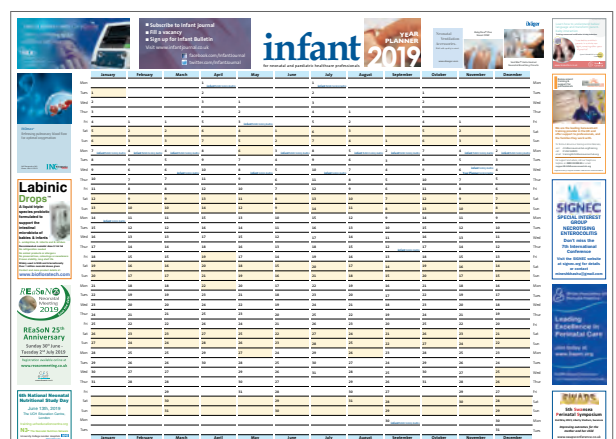


# Infant year planner

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  
4 November 2020.

**Contact Adele Pirie on +44 (0)1279 714510  
or email [adele@infantjournal.co.uk](mailto:adele@infantjournal.co.uk)**



# Neonatal care equipment and product features

New for 2020, each issue of the journal will include a medical equipment and product feature providing an excellent opportunity to advertise directly to those with hands-on responsibility for neonatal care.

## Features for 2020

- |                  |   |
|------------------|---|
| <b>January</b>   | <b>Neonatal transport</b><br>Including transport trollies, harnesses, ventilators, incubators   |
| <b>March</b>     | <b>Respiration</b><br>Ventilators, CPAP, high flow, pulse oximetry, capnography, nasal prongs and masks, blood gas analysis, surfactant |
| <b>May</b>       | <b>Neonatal jaundice</b><br>Phototherapy systems, eye protection, bilirubinometers, biliblankets and cocoons                            |
| <b>July</b>      | <b>Neuroprotection</b><br>CFM monitoring, cooling therapy, cerebral oximetry  |
| <b>September</b> | <b>Temperature management</b><br>Incubators, patient warming systems, heat lamps/mats, temperature monitors                             |
| <b>November</b>  | <b>Resuscitation</b><br>Intubation equipment, laryngoscopy, airway management products and accessories, resuscitation units             |

To feature your products, contact Lisa Leonard on  
+44 (0)1279 714508 or [lisa@infantjournal.co.uk](mailto:lisa@infantjournal.co.uk)





# Online promotional opportunities

Infant delivers news and valuable data directly to neonatal professionals with expanded web resources, full social media support, faster news and even greater distribution in our monthly news bulletin. It provides the neonatal care sector with a single comprehensive resource at [www.infantjournal.co.uk](http://www.infantjournal.co.uk).



## 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.

## Web logo column

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

## Fast news and email bulletin

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

published on the *Infant* website, spread through Twitter and Facebook, and finally compiled into an email bulletin every month. Advertisers can specify high visibility positions on the bulletin. Monthly and annual bookings available.



## Enhanced Supplier Guide

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. Banner advertising available.

## 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. 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

# Publication schedule 2020

Printed journal			
Edition	Booking	Materials	Publication
January 2020	10/01/20	13/01/20	22/01/20
March 2020	04/03/20	06/03/20	18/03/20
May 2020	13/05/20	15/05/20	27/05/20
July 2020	08/07/20	10/07/20	22/07/20
September 2020	16/09/20	18/09/20	30/09/20
November 2020	04/11/20	06/11/20	18/11/20
Email bulletin			
Edition	Booking	Materials	Publication
January 2020	27/01/20	27/01/20	28/01/20
February 2020	24/02/20	24/02/20	25/02/20
March 2020	23/03/20	23/03/20	24/03/20
April 2020	20/04/20	20/04/20	21/04/20
May 2020	22/05/20	22/05/20	26/05/20
June 2020	22/06/20	22/06/20	23/06/20
July 2020	27/07/20	27/07/20	28/07/20
August 2020	24/08/20	24/08/20	25/08/20
September 2020	28/09/20	28/09/20	29/09/20
October 2020	26/10/20	26/10/20	27/10/20
November 2020	23/11/20	23/11/20	24/11/20
December 2020	21/12/20	21/12/20	22/12/20
Year planner			
	Booking	Materials	Publication
Mailed with November journal	04/11/20	06/11/20	18/11/20

# Advertising rates and data

## Display/recruitment advertising rates

Specific locations can be reserved (subject to availability)

Per issue	Standard rate	4 - 5	6 or more
Double page	£2,995	£2,979	£2,680
Outside back cover	£2,250	£1,985	£1,784
Inside front cover	£2,150	£1,915	£1,772
<b>Full page</b>	<b>£1,975</b>	<b>£1,820</b>	<b>£1,640</b>
Half page	£1,240	£1,140	£1,025
Quarter page	£805	£705	£635

## 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)		

## Year planner advertising

	Rate	Dimensions (width x depth, mm)
Triple space	£1,795	290 x 63
Double space landscape	£1,095	140 x 63
Double space portrait	£995	68 x 126
Single space	£495	68 x 63

## Web/bulletin advertising

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

	Per month	Per year	Dimensions (width x depth)
Web page-top banner	£350	£3,500	468 x 60 pixels
Email bulletin	£350	£1,000	468 x 60 pixels

### 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 Adele Pirie, Advertising Sales

Direct line: +44 (0)1279 714510, email: [adele@infantjournal.co.uk](mailto:adele@infantjournal.co.uk)

### BOOKING CONDITIONS

- 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.
- 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.
- 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.
- 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.
- 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.
  - 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.
  - 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:-
- 5 per cent on the gross rate where the sum owing has not been paid one month after the due date.
  - The full 15 per cent where the sum owing remains unpaid two months after due date.
- 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.
  - All advertisement orders, amendment and cancellations are acknowledged. Proof of posting advertisement instructions will not be accepted as evidence of receipt.
  - 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.
- 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.
  - 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.
  - 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.



