

# Advertisement Specifications

The following costs are per year and include 3 issues (minimum 7,000 printed triannually - a total of at least 21,000 copies):

- Eighth page inside** ..... £495.00  
(92.5mm wide x 61.75mm deep)
- Quarter page portrait inside** ..... £795.00  
(92.5mm wide x 128.5mm deep)
- Quarter page landscape inside** ..... £795.00  
(190mm wide x 61.75mm deep)
- Half Page inside** ..... £1,495.00  
(190mm wide x 128.5mm deep)
- Full Page inside** ..... £2,800.00  
(190mm wide x 262mm deep)
- Back Page** ..... £3,500.00  
(190mm wide x 277mm deep or  
full page + 3mm bleed = 216mm wide x 303mm deep)

**Professionally designed artwork fee** ..... £45.00  
If you don't have finished artwork and wish to use our design service, please email copy and high resolution (300dpi) images by email to [kay.soper@blackpoolcarers.org](mailto:kay.soper@blackpoolcarers.org)

Once created, your advertisement or advertorial proof will be emailed to you for approval.

Finished artwork to be supplied as 4-colour, high resolution (300dpi) files in either jpg or pdf format with crop marks and bleed where appropriate.

## How to place an advert

If you would like to reserve space for your advertisement in the next issue or simply require more information, please call Kay on 01253 393748 or email [kay.soper@blackpoolcarers.org](mailto:kay.soper@blackpoolcarers.org)

The production and distribution of Caring Times magazine is only possible with the ongoing support of local organisations and businesses like yours.

*Thank you from all the staff and carers at Blackpool Carers Centre.*



## Contact Details

**Blackpool Carers Centre**  
**Beaverbrooks House**  
**147 Newton Drive**  
**Blackpool**  
**FY3 8LZ**

Tel: 01253 393748  
 Fax: 01253 393450

Email: [kay.soper@blackpoolcarers.org](mailto:kay.soper@blackpoolcarers.org)  
[www.blackpoolcarers.org](http://www.blackpoolcarers.org)

 [facebook.com/blackpoolcarers](https://facebook.com/blackpoolcarers)

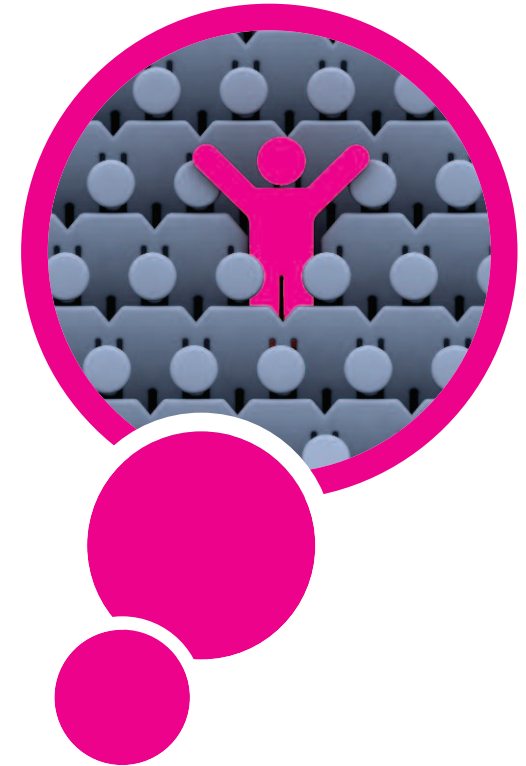
 @BlackpoolCarers

**Blackpool Carers Centre**

*Quality • Passion • Respect*



# STAND OUT from the crowd



Advertise your organisation in Caring Times, Blackpool Carers Centre's magazine, and:

- Increase your brand awareness
- Reach new audiences
- Benefit from low, professionally designed advert costs
- Highlight your corporate social responsibility
- Spread positive local customer attitude
- Help support unpaid carers of all ages in Blackpool



## Who we are

Blackpool Carers Centre is an independent local charity and network partner of Carers Trust.

We currently produce a triannual, A4, 20-page glossy magazine called Caring Times, which is very well received amongst organisations and individuals throughout Blackpool.

This publication is professionally designed and contains local and national news, interesting articles, information and support for carers.

We have taken the decision to allow advertising relevant to carers and their needs, to purely cover the production and distribution costs of the magazine. This will enable us to distribute widely in order to attract those carers who do not currently see themselves in this role. In this way, we can widen our reach in order to help those most in need.



## What we do

Provide a wide range of services to support and enhance the lives of unpaid carers of all ages throughout Blackpool, some as young as 5 years old.

Services include:

- Citizen's Advice Bureau Sessions
- Coffee Mornings
- Confidence building Courses
- Counselling
- Consultation Groups
- Dementia Awareness Training
- Emotional Support
- Grants for Carers
- Hospital Support
- Information and signposting
- Mental Health and Wellbeing Sessions
- Mentoring
- One to one support
- Parent Carer Support
- Substance Misuse Project
- Support for 14-25 age group
- Training for Professionals
- Trips and Activities
- Volunteering
- Whole Family Support
- Youth Clubs

## The benefits to you of advertising in Caring Times magazine

- **Build your business and increase your client base by bringing your business directly into people's homes.**
- **Give you repeated exposure, as the magazines have a very long shelf life eg. left on display in GPs surgeries, libraries, dentists etc.**
- **We can create eye-catching, individually designed adverts for you, which will attract attention and stimulate a response.**
- **Adverts can be created using your own text and images, by our graphic designer at minimal cost, saving you money on large advertising agency costs.**
- **Supporting our magazine will highlight your corporate social responsibility i.e. supporting a charity enhances your company's credibility in a way that can spread a positive attitude amongst your audience and help you reach a new market.**
- **You can update your quarter, half or full page advert 3 times a year, giving it seasonal relevance or allowing you to promote a sale or special occasion.**
- **For the duration of the magazine issues which include your advert, a link will be included on the 'Our Magazine Supporters' page of our website [www.blackpoolcarers.org](http://www.blackpoolcarers.org), to your own website.**



## Keeping things local

- Nothing can replace the positive feeling people have for their local community. That's why at Blackpool Carers Centre, we are keeping things local!
- We believe that a community is an essential part of a person's identity and when businesses are able to tap into this powerful emotional connection, they can dramatically deepen their customer loyalty.
- Small companies need to make the most of their local status and place themselves at the heart of where they belong.
- Local people are your customers – so talk to them in a local context!

## Distribution and Print Runs

The annual print run is a minimum of 21,000, ie 7,000 copies 3 times a year, which is circulated to:

- Over 3,500 carers on our database
- Carers and visitors of Blackpool Victoria Hospital
- Health and social care professionals
- GP surgeries
- Libraries
- Schools
- Partner organisations
- Local businesses throughout Blackpool including hairdressers, dentists, opticians, chemists
- Other Carers' Centres and supporters via Mailchimp ebulletins

The magazine is distributed triannually on the following dates:

Edition	Deadline for copy	Distributed
Spring	1 February	1 March
Summer	1 June	1 July
Winter	1 October	1 November

