

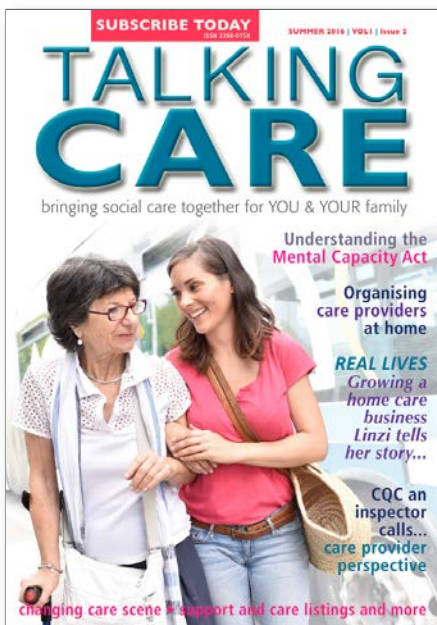
TALKING CARE

Media Pack
for Advertisers
2018/19

Effective October 2017

bringing social care together for YOU & YOUR family

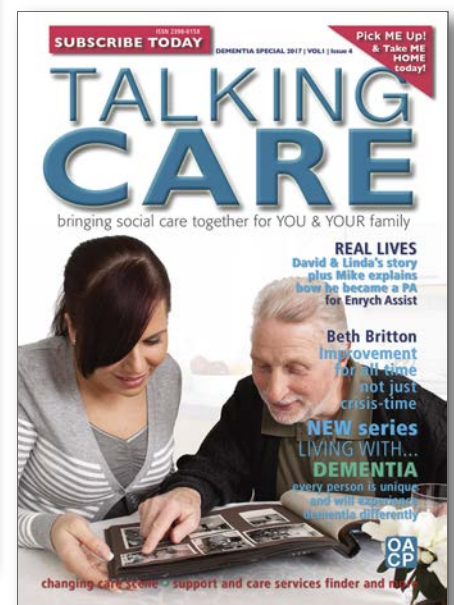
Première Magazine for Social Care - the only targeted magazine representing the interests of clients in need of care, carers, care workers, healthcare professionals, industry suppliers and care providers across Oxfordshire



Talking Care | VOL 1 | Issue 2



Talking Care | VOL 1 | Issue 3



Talking Care | VOL 1 | Issue 4
Dementia Special

Talking Care is *the* première magazine...

For those keen to learn more about social care current affairs, care planning and purchasing, specialist healthcare professional practice, advice and wellbeing. The publication also carries career guidance, pathways to working in social care and care provider recruitment advertisements and reflects the diverse market of 'care' today across Oxfordshire.

Read the current issue today...visit: www.talkingcare.online

Who CARES? Talking Care...of course!

Talking Care is the première magazine for social care - it is the only targeted magazine that represents the interests of service users, carers, care providers, care workers, healthcare professionals and industry suppliers across Oxfordshire. The publication is brought to you by **Oxfordshire Association of Care Providers (www.oacp.org.uk)**.

OACP identified the need to provide this educational and supportive magazine to assist those (18 -70 and over);

- who are providing care
- being cared for by close family, relatives, friends or supportive organisations
- who are seeking to support themselves living independently in their own homes
- who are searching for care support services.

To do this effectively, OACP developed a publication that reflects, highlights and brings together all aspects of social care provision across Oxfordshire - '**Talking Care**' magazine.

Talking Care is an A4, glossy magazine, published quarterly - the first issue of Talking Care launched in May 2016 as both a printed and online magazine. The circulation is 10,000 copies per issue. The magazine's readership, can be assumed as a higher number, as it's usual for a magazine's total circulation (40,000 per annum) to be multiplied by an average number of people who read each copy. The 'pass-on' rate is generally thought to be about 2.5 readers, so potentially Talking Care may have a readership of 100,000.

Since its launch Talking Care has consistently provided high quality content and information to its readers. Advertising has increased as has distribution outlets across Oxfordshire, these number approx. 150. A full list of distribution points can be found at

https://oacp.org.uk/wp-content/uploads/2017/01/TalkingCareDistribution_5Jan2017.pdf

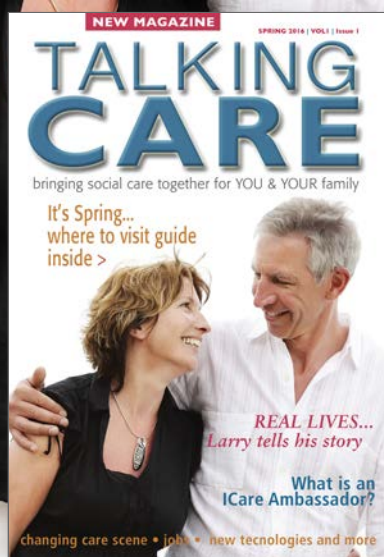
The magazine features items of interest to this varied group including real life stories, travel and mobility, gardening, assistive technology, insurance, money matters, legal guides, holidays, jobs, local community contacts and events plus much more.

Talking Care is keen to reflect social care current affairs, providing the opportunity to focus directly on the care scene across Oxfordshire.

The publication also provides clear career guidance about pathways into social care and carries job advertisements, reflecting the diverse market of 'care' today across Oxfordshire.

Note: Almost three quarters of adults in Great Britain consume a magazine brand either in print or digitally. 57% of GB adults 15+ read a printed magazine and 40% consume magazine brands via their PC or mobile device.

Ref: National readership Survey



**Talking Care
Launch Issue
May 2016**

Talking Care...

Advertising

Display Rates & Info 2018/19

BOOK
your advert
here today...

Call Jane Wood
Marketing/Sales on:
01635 202345
or 07724 563309
or email: jane.wood
@oacp.org.uk

Double the exposure for your care business, product or service - Print and Online

Advertisement:

Full Page (Full colour)	£995
Half Page (Full colour)	£450
Quarter page (Full colour)	£275
Eighth page (Full colour)	£125

Premium Positions:

Pages 7, 9, 11	£895
Inside Front Cover (Full colour)	£795
Inside Back Cover (Full colour)	£795
Outside Back Cover (Full colour)	£1095
Centre spread (Full colour)	£1195
Double Page Spread (Full colour)	£995

Editorial Feature:

Full Page: (Full colour)	£995
Double Page Spread: including Case Study (Full colour)	£1250

Recruitment Advertisement Offers:

1/5 Page (Horizontal)	£95
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Not copy ready? But would like to advertise!

We understand that *not* all businesses have the time or resources to produce their own advertising material. We can help you see your advertisement in print and online in *Talking Care* with our **FREE Professional Design Service** available to all customers.

Advertising Space Booking and Payments:

Full payment for advert space booked must be received by the print deadline. Payment can be made by cheque or Faster Payments BACS. Call 01635 202345 or 07724 563309 for further details.

Date: October 2017 (We reserve the right to revise these prices at any time. Prior notification will be given).

Terms and conditions are available on request.

talkingcare.online

Home

Contact

TALKING CARE

bringing social care together for YOU & YOUR family

A5 Insert rates (full print run)

Up to 20 grams:	£1000 + VAT
20-30 grams:	£1200+ VAT
30-40 grams:	£1300 + VAT

Advertorials, Specialist areas of advertising and positioning requests contact Marketing/Sales: 01635 202345 or 07724 563309

Talking Care...

Advert Deadlines & Publication Dates 2018/19

Talking Care 2018/19 (Dates may be subject to change due to receipt of articles/adverts)

Issue:	Advert/Article Submission Deadlines:	Publication Month:
Issue 4 (Dementia)	11th July 2017	October 2017
Issue 5 (Long Term Conditions)	16th February 2018 (Booking NOW!)	April 2018
Issue 6	18th May 2018	August/Sept 2018
Issue 7	12th October 2018	February 2019
Issue 8	TBA 2019	TBA 2019

Note: Almost three quarters of adults in Great Britain consume a magazine brand either in print or digitally. 57% of GB adults 15+ read a printed magazine and 40% consume magazine brands via their PC or mobile device.
Ref: National readership Survey

Talking Care is the flagship publication from the **Oxfordshire Association of Care Providers (OACP)**. This A4 glossy magazine, reflects the many facets of social care across Oxfordshire. The **first issue** launched in **May 2016** as both an online and printed publication doubling the advertising exposure for advertisers.

The **magazine features** items of interest to this varied group such as **real life stories, research items, travel and mobility, diet and nutrition, gardening, assistive technology, insurance, money matters, legal guides, holidays, jobs, local community contacts** and **events** plus much more.

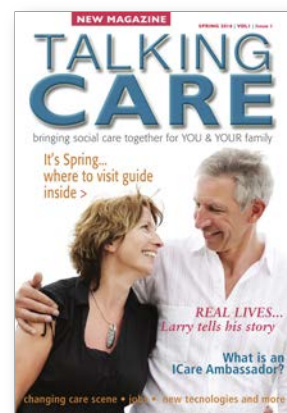
Talking Care is distributed across Oxfordshire to **150 outlets** - magazine subscribers, GP Surgeries, Hospital information points, OACP Care Provider members and Forums, Oxfordshire County Council Community Support Services, Voluntary/Charitable organisations, Community Centres, Library service (15 libraries) and JobCentrePlus - Job Hub.

https://oacp.org.uk/wp-content/uploads/2017/01/TalkingCareDistribution_5Jan2017.pdf

Talking Care provides a platform for all those involved in or experiencing social care...

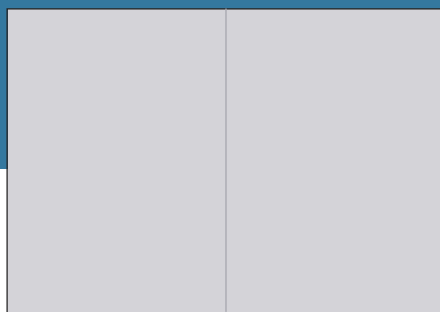
- to advertise and highlight care provider services, to recruit professional care staff, to showcase products and services
- to source care provider services
- to understand the career pathway to working in the care sector
- to showcase new research
- to share their knowledge and expertise
- to voice their experiences and concerns
- to obtain supportive and educational information
- to keep up-to-date with the latest products and services
- to review and understand government legislation and policy

**Talking Care
Launch Issue
May 2016**



How YOUR business can reach *Talking Care* readers...

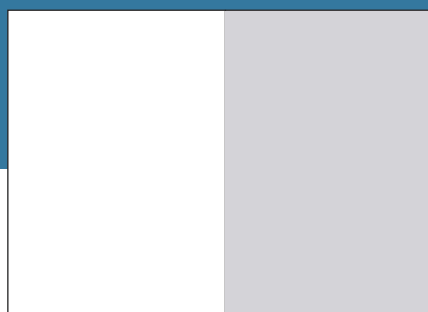
Double Page Spread (DPS)



Double Page Spread/Full Colour Advert

Type Area: 190mm (w) x 277mm (h)
 Trim: 210mm (w) x 297mm (h)
 Bleed: 216mm (w) x 303mm (h)

Full Page

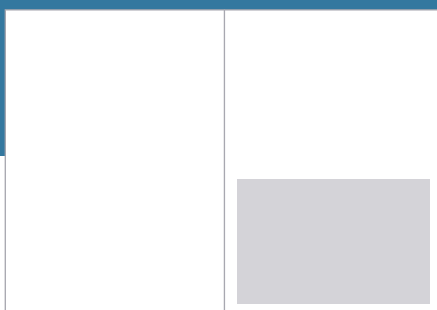


Full Page/Full Colour Advert

Type Area: 190mm (w) x 277mm (h)
 Trim: 210mm (w) x 297mm (h)
 Bleed: 216mm (w) x 303mm (h)

Note: Double Page spreads must be supplied as two separate pages.

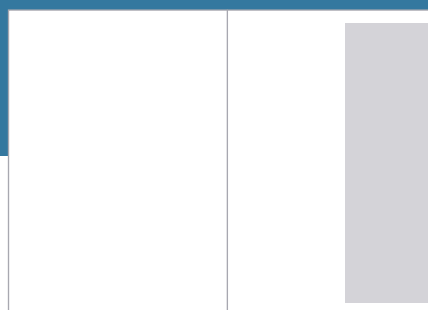
Half Page Landscape



Half Page/Full Colour Advert

Size: 190mm (w) x 133mm (h)

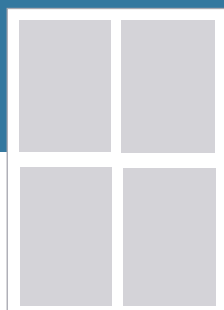
Half Page Vertical



Half Page Horizontal/Full Colour Advert

Size: 90mm (w) x 277mm (h)

Quarter Page



Quarter Page/Full Colour Advert

Size: 90mm (w) x 133mm (h)

Eighth Page



Eighth Page Horizontal/Full Colour Advert

Size: 90mm (w) x 64mm (h)

Fifth Page



Fifth Page Horizontal/Full Colour Advert

Size: 188mm (w) x 54mm (h)

Talking Care...Advertising Specifications

Adverts supplied MUST adhere to the following criteria:-

Preferred format:

- Pass4Press PDF. We can accept print-ready PDFs as long as they are created in accordance with Pass4Press specifications. These can be found at www.pass4press.com/cgi-bin/wms.pl/416. The PDF must have crop marks, all images must be high resolution (300dpi) and all colours should be CMYK – any Pantone or RGB colours will be converted to CMYK process. Please supply double-page spreads as two separate pages.

Accepted formats:

- QuarkXpress files (version 8) that have been collected for output with all images saved in either EPS or TIFF format and in CMYK mode (no spot colours). Please include all fonts used. Double-page spreads should be made up as two facing pages.

- Adobe InDesign files (CS2) that have been packages for output with all images saved in either EPS or TIFF format and in CMYK mode (no spot colours). Please include all fonts used. Double-page spreads should be made up as two facing pages.

Graphic Files:

• TIFF

Resolution should be at 300dpi for both text and images and should be the required size for the advertisement.

• Illustrator EPS

Resolution at 300dpi, outline fonts, CMYK.

• Quark EPS

Resolution at 300dpi, Fonts/pictures embedded, CMYK.

• Photoshop EPS

Resolution at 300dpi, CMYK colour.

• JPEG

Resolution 300dpi at the required size for the advert, CMYK colour.

• PDF

All PDF's should be at maximum press quality at a resolution of no less than 300dpi and all fonts/images should be embedded and layers flattened. Colour images CMYK.

Fonts:

We will NOT accept fonts for use within advertisements that are not embedded unless we own a copy as this contravenes section 24 of the copyright, designs and Patents act of 1988. If we do not own the fonts required to produce a finished image, we reserve the right to substitute the typeface to the nearest equivalent one we own.

Viruses:

It is the responsibility of the sender of files/disks to ensure that they are free from any viruses. We routinely check all files/disks and any that are found to be contaminated will be rejected.

Notes:

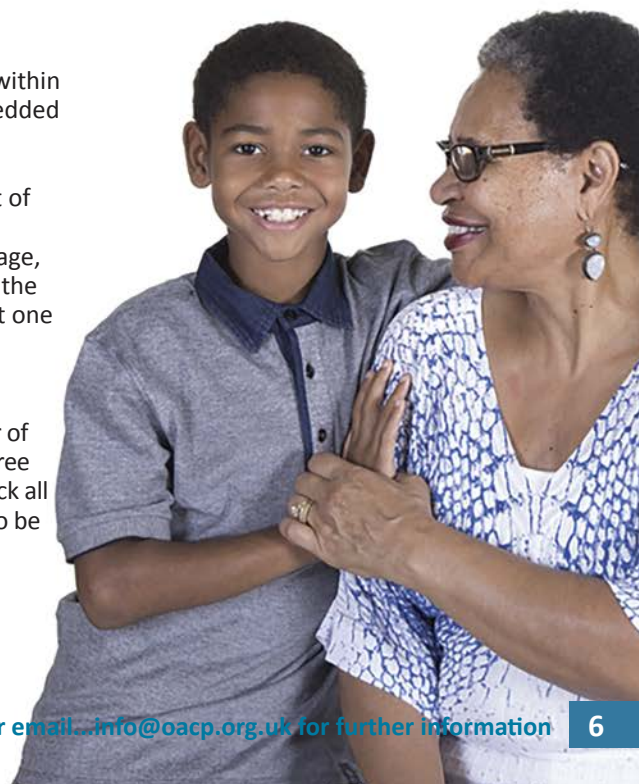
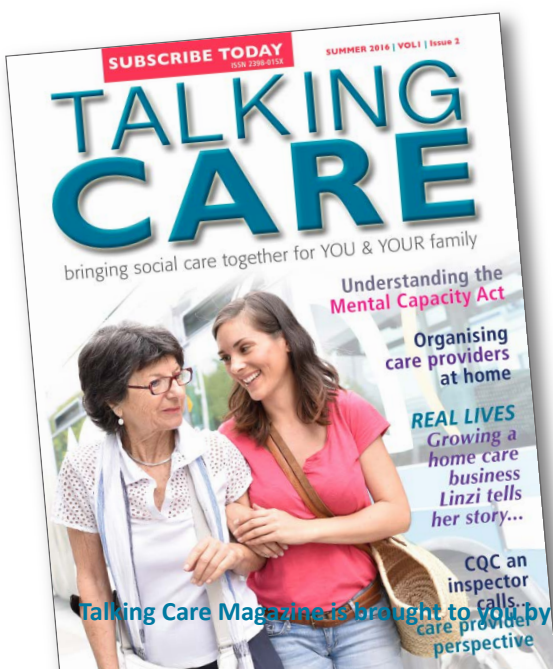
- Adverts preferred in press optimised PDF Format.

- All adverts supplied on disk must be accompanied by a colour proof.

- Please ensure that all of the **requirements/dimensions including bleed are correct** before the files are sent. If possible using: Collect for Output (Quark Xpress) and/or Flight Check (preferable) Magazine Finished Size: 297H mm x 210W mm

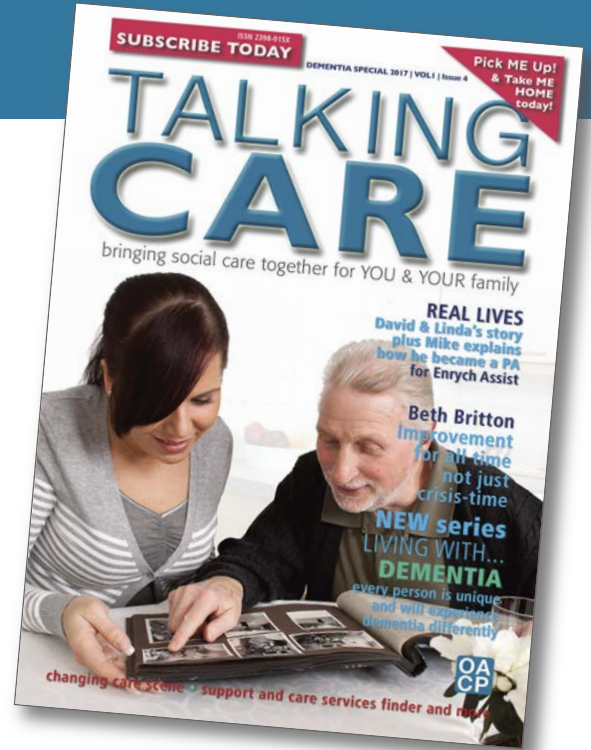
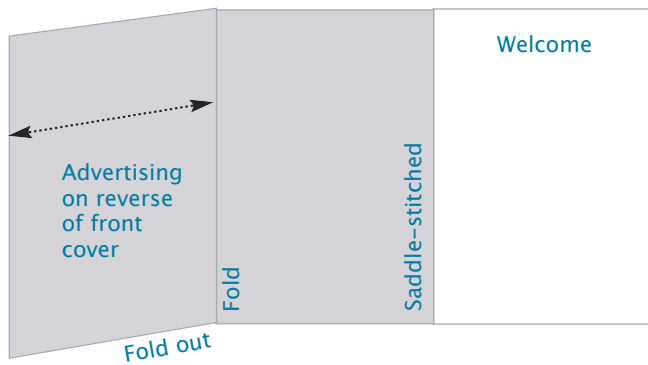
• NB:

Advertisers should ensure that they see a printed proof of their advert from their design house as a final check - digital proofs viewed on screen may appear correct but certain aspects of the artwork e.g. clipping paths around product pictures are only revealed when proofed onto paper.



Additional advertising opportunities

Gate Fold: Double Page/Inside F/Cover and reverse

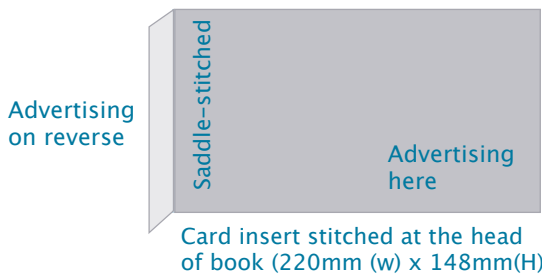


Belly Band



Belly Band outset glued slip over.

Tip In



NB: Specialist areas of advertising within the magazine or positioning requests are subject to negotiation contact Jane Wood - Marketing/Advertising Sales: 01635 202345 or 07724 563309

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for Advertisers
2018/19

Effective October 2017



Editorial & Advertising Sales Contacts:

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