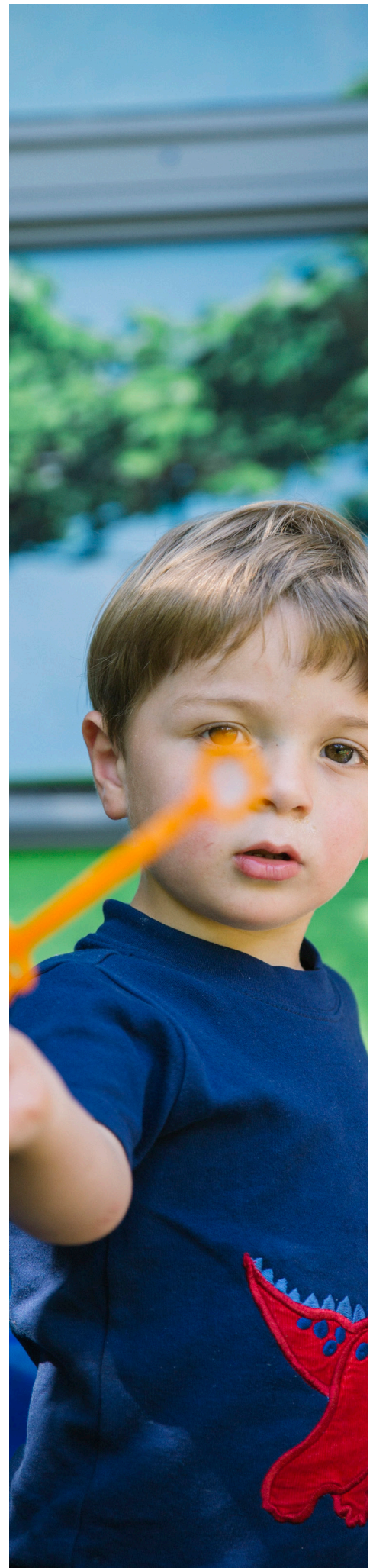




**Children in Scotland  
Media Information Pack  
2017**



## Children in Scotland Magazine: Essential reading for the children's sector in Scotland



### Loud and clear

Bruce Adamson lays down the challenge on children's rights  
page 8



### Show me the money

Jim McCormick reflects on what must change to really tackle poverty  
Page 14

### A new era

Jackie Brock on Children in Scotland's new look, and our vision for the future  
Page 23

### Play or test?

Sue Palmer answers the puzzle of P1  
Page 28

*Children in Scotland Magazine* is the flagship publication of the national children's charity Children in Scotland.

Produced bimonthly, it offers diverse content updating you on the latest policies, projects and good practice impacting on children and families.

### Shining a spotlight on issues that matter

Each issue we feature the latest research and campaigns from the sector, as well as a lead interview with a key decision-maker or influencer. Topics could range from child rights to the arts, and mental health to equal protection.

### Setting the agenda

Our Comment pages offer sharp analysis and viewpoints on current practice and policymaking, featuring guest opinions alongside a regular column from Children in Scotland Chief Executive Jackie Brock and contributions from members of our staff team.

### Giving you a voice

The magazine's Voices section showcases the perspectives and priorities of children and young people, as well as our wider network. In these pages we promote our participation and engagement activities, celebrate the work of our members, and hear from sector projects that are making their mark.

## Who we are

Giving all children in Scotland an equal chance to flourish is at the heart of everything we do.

By bringing together a network of people working with and for children, alongside children and young people themselves, we offer a broad, balanced and independent voice.

We create solutions, provide support and develop positive change across all areas affecting children in Scotland. We do this by listening, gathering evidence, and applying and sharing our learning, while always working to uphold children's rights.

Our range of knowledge and expertise means we can provide trusted support on issues as diverse as the people we work with and the varied lives of children and families in Scotland.

## Our vision

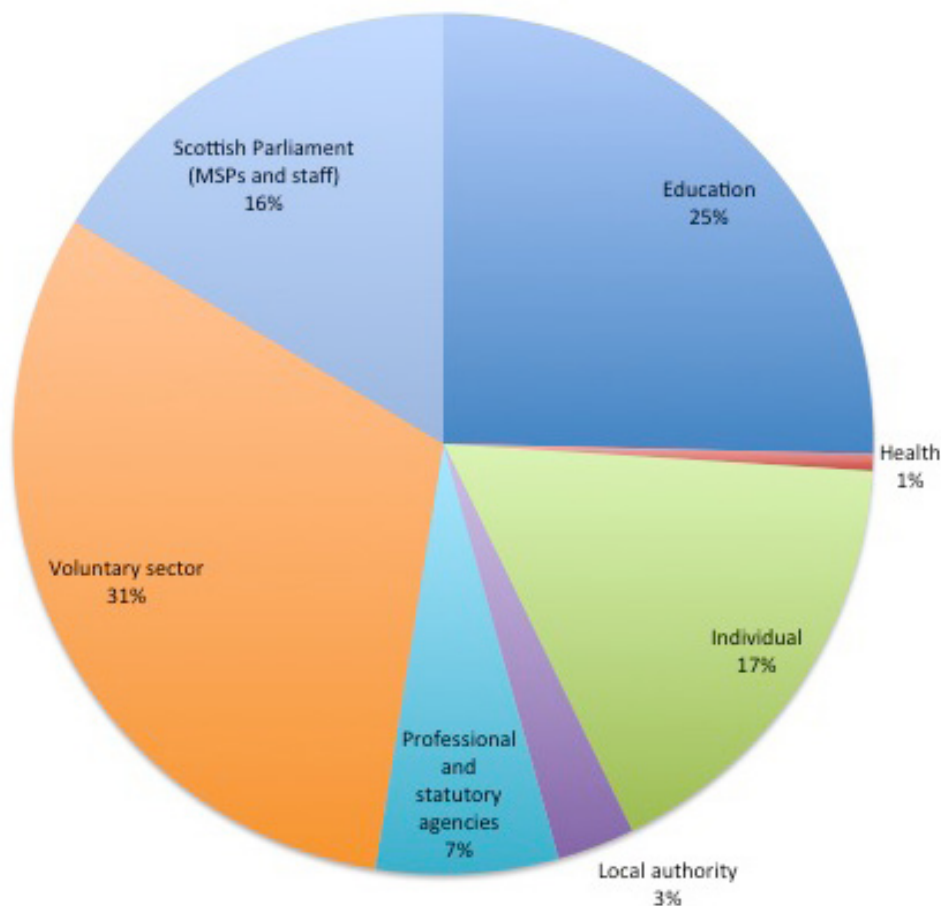
Our vision is: All children in Scotland have an equal chance to flourish.

## Key facts

- *Children in Scotland Magazine* is a leading publication in the children's sector. It covers a range of content of relevance and interest to those working with and for children, young people and families.
- *Children in Scotland Magazine* is published bimonthly from the beginning of our membership year. Issues are produced in April, June, August, October, December and February.
- The magazine has a readership of approximately 5,500 per issue, including every sitting Member of the Scottish Parliament (MSP) and their staff teams.
- The magazine serves the third sector as well as public and private sectors. Subscribers range from CEOs to frontline staff in health, education, early learning and childcare, social work and policy development.
- *Children in Scotland Magazine* is available in both print and digital format. Delivered to all Children in Scotland members as part of their membership package, subscribers can also access an e-version of the magazine on laptop, iPad, or any mobile device to keep informed on the go.

**"I have been a regular subscriber and contributor to *Children in Scotland Magazine* for a number of years now. It's an amazing publication and really something I enjoying seeing popping through my door. The articles are topical and on trend with policy and practice in children's services. I find it incredibly valuable as both a national policy advisor and a community volunteer."** Lindsay Graham, School Food and National Health Policy Advisor

## Readership breakdown



Figures are approximate and correct at October 2017.

- 24 local authorities (representing 75% of local authorities in Scotland)

- Education bodies, individual schools in both the primary and secondary sector and the Educational Institute of Scotland union which represents 90% of Scotland's teachers.

- Professional and statutory agencies including Children's Hearings Scotland, Scottish Association of Social Work and the Royal College of Paediatrics and Child Health.

- Children's charities such as BBC Children in Need, NSPCC, Barnardos, and UNICEF

- Every MSP receives a copy of the magazine, direct to their parliamentary office

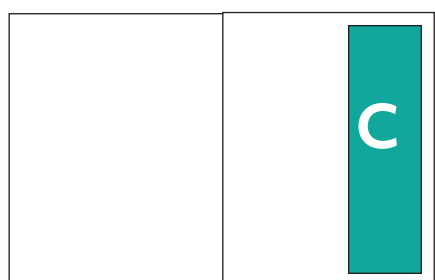
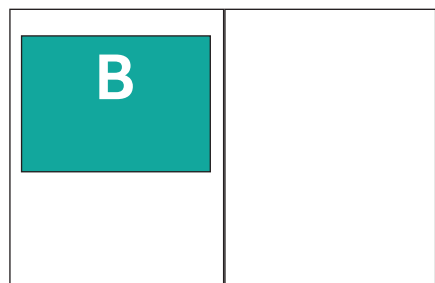
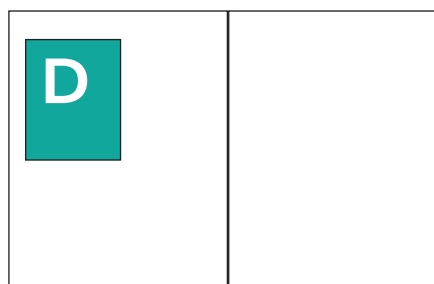
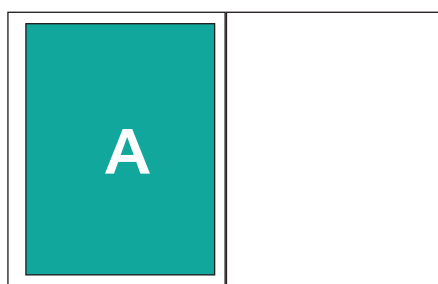
**"Children's Parliament recognise the strong contribution *Children in Scotland Magazine* makes to the children, young people and families sector with its long record of being located at the heart of European policy and practice. We value the role this popular platform has in allowing us to share the views and experiences of Scotland's children."** Children's Parliament

## Children in Scotland Magazine Rate-card and Specifications

Advert Option	Bleed	Dimensions (excluding bleed)	Cost
A: Full page	3mm	180mm wide x 267mm tall	£749.00
B: Half page	3mm	180mm wide x 131mm tall	£449.00
C: Vertical column	3mm	87mm wide x 267mm tall	£399.00
D: Quarter page	3mm	87mm wide x 131 tall	£349.00
Advertorial / Back cover	3mm	180mm wide x 267mm tall	£899.00
Insert			From £450.00

Advertising packages, allowing you to secure placement across multiple issues, is also available. Prices are available on request.

### Sample sizings:



### Please note:

For an accurate reproduction of your advertisement, ensure:

- The appropriate 3mm bleed is on all artwork
- All artwork included in your advert is at a resolution of 300dpi
- Your file is saved as a high-res PDF, JPEG, TIFF or EPS

## Other advertising opportunities

Alongside our magazine, Children in Scotland offers a number of opportunities to advertise with us including in our daily e-news, an electronic mailing sent to more than 5,000 contacts, and on our online jobs board.



### Adverts in our Daily e-News

- The cost for Children in Scotland members to advertise in our daily e-news is £50 per advert for five working days.
- The cost for non-members to advertise in our daily e-news is £75 per advert for five working days.
- Advertising space is sold in blocks of five working days and not pro-rata.
- Adverts can have a maximum of 100 words and include a link to the appropriate website.
- There may be occasions when an advert cannot be included in the e-news. We will provide an additional day or days of advertising to compensate for this. Monetary refunds cannot be provided.
- The position of the advert within the daily e-news may be changed at any time during the booked period.
- Children in Scotland does not endorse or evaluate the advertised product, service, or company, nor any of the claims made by the advertisement.
- Children in Scotland reserves the right to refuse, reject, or cancel any advert for any reason at any time without liability.



### Vacancies on our website

- Advertising job vacancies on our website is free for Children in Scotland members.
- The cost to advertise job vacancies for non-members is £50 for all or part of a week.
- There is no limit to the number of vacancies a Children in Scotland member can advertise on our website during their membership year.
- Each vacancy advert can have a maximum of 500 words. A maximum of three links to websites / documents can be included.
- The position of the vacancy on the website may be changed at any time during the booked period.
- Children in Scotland does not endorse or evaluate the advertised vacancy, nor any of the claims made by the advertisement.
- Children in Scotland reserves the right to refuse, reject, or cancel any advert for any reason at any time without liability.
- Children in Scotland does not guarantee continuous, uninterrupted access by users of the website but will use reasonable efforts to provide this.



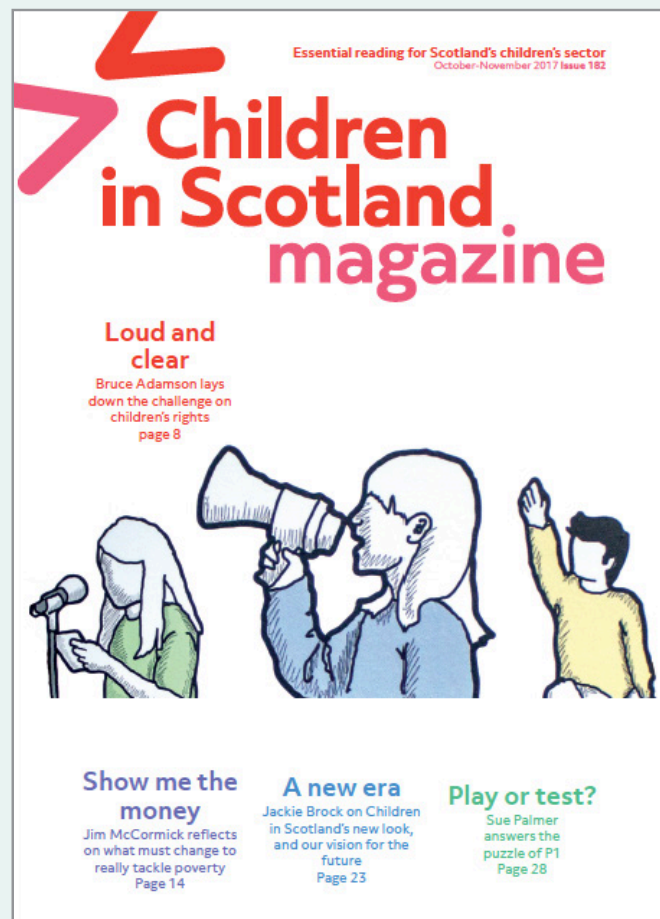
## Terms and conditions for advertising in Children in Scotland publications

By advertising with Children in Scotland you accept the following terms and conditions:

- It will be the responsibility of the advertiser to ensure material provided is suitable for print. This includes resolution of images, final text and final layout.
- The advertiser guarantees that:
  - (i) any information supplied within the advert is true, correct and complete
  - (ii) any names or images used are done so with the appropriate and required consent
  - (iii) the advertisement is legal, honest and truthful
  - (iv) the advertisement is not prejudicial to the image or reputation of Children in Scotland
- Children in Scotland reserves the right to withdraw or suspend any advertisements we feel do not reflect our values as an organisation, or that may be deemed offensive
- Advertising within *Children in Scotland Magazine*, or any of our associated products, does not constitute an endorsement by Children in Scotland

## Cancellation policy

If you decide to withdraw your advertisement you must give us notice in writing six weeks prior to the publication date, or reschedule for a future edition of the magazine. A cancellation fee may apply.



## Subscribe to *Children in Scotland Magazine* today

### Special offer- 6 issues for just £15!\*

**Unique analysis, comment and features covering the whole of the children's sector - delivered direct to your door.**

You will also have access to the e-version of the magazine so you can read it on your laptop, iPad or any mobile device, keeping you informed on the go.

## Don't miss out! Three easy ways to subscribe today:



[childreninscotland.org.uk/cismagazine](http://childreninscotland.org.uk/cismagazine)



0131 313 8828



[jdrummond@childreninscotland.org.uk](mailto:jdrummond@childreninscotland.org.uk)

*\*Offer lasts until 31 Dec 2017.*

## Children in Scotland design service

If you do not have an in-house design facility, sufficient resources or time available to develop your advertising copy, our production team can advise, design and lay out copy for you. If taking advantage of this service, please ensure:

- All text is supplied as an attached Word file, **not** in the body of an email
- All logos and images are supplied at 300dpi as a high-res PDF, JPEG, TIFF or EPS. Please do not supply logos or images taken directly from the web such as .gifs as they are unsuitable for print
- You have a realistic amount of text for the size of advert booked
- You have proof-read all copy and contact details for your advert as there will be limited time for changes once the advert has been designed

Please note: An additional charge will be applied if design work and layout is required.

Prices can be agreed through discussion with our Business Development Officer - see contact details below



### Contact Us

**Advertising:**

Tracy Hope, Business Development Officer  
thope@childreninscotland.org.uk

**Editor:**

Jennifer Drummond, Editor  
jdrummond@childreninscotland.org.uk

Level 1, Rosebery House  
9 Haymarket Terrace  
Edinburgh  
EH12 5EZ  
0131 313 2322  
www.childreninscotland.org.uk

