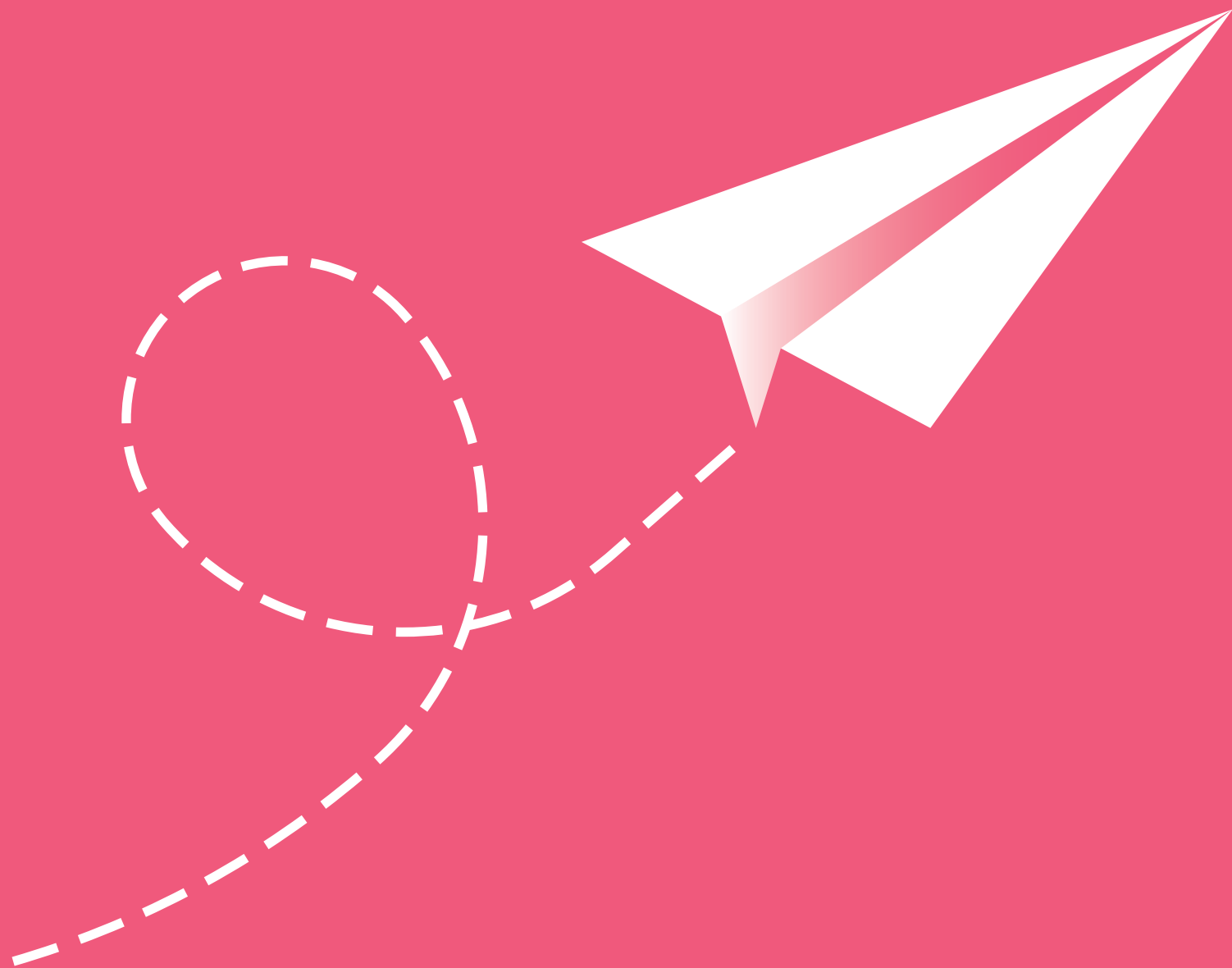




# Media Information Pack

## 2021-22



## Introduction

Children in Scotland occupies a unique position as the representative body for the children's sector, with unrivalled reach through our connections, profile and communications work.

Advertising with us is a great way of engaging with our membership and our whole network, which includes a workforce from a wide range of charity and education organisations across Scotland, and encompasses 14 local authorities.

This pack provides an overview of our four main digital and print channels: our *Learning Guide*, new members' publication *Insight*, our *Magazine Web Pages* and the bi-weekly email *News Update*.

Each offers a direct route to our audience. But we're also happy to discuss package and bundle deals for advertising with us across multiple channels. This can be a great way to grow your profile, strengthen awareness of what you offer and highlight campaigns, activities, learning, vacancies and more.

As part of our commitment to our members, we apply a **20% discount** to all adverts and bundles booked by member organisations and individuals.

Contact our Senior Business Development Officer (details below) to discuss what would work best for you.

## Contact us



**Tracy Hope, Senior Business Development Officer**

Email: [thope@childreninscotland.org.uk](mailto:thope@childreninscotland.org.uk)



## Design service



If you don't have an in-house design facility, sufficient resources or time available to lay out your advert, our designer **Angus Doyle** (left) can do this for you. Please note: an additional charge of £30 (+VAT when applicable) per hour will be charged for this. Prices can be agreed through discussion with our Senior Business Development Officer.



## Marketing and circulation



News Update: **21,500+** users engaging over six-month period (March-August 2021)



Social media followers (Twitter, Facebook and Instagram): **30,000**



Website visits 2020-21: **92,684**



Digital publication page views 2020-21: **45,128**



## Advertising: overview of options and prices

### Learning Guide

Our relaunched *Learning Guide* showcases everything that Children in Scotland's learning programme has to offer and its role in helping improve services and practice across the children's sector.

Content includes:

- Case studies about delegates' learning experiences and how they are using new skills and knowledge
- Interviews with trainers and delegates
- Listings for all upcoming webinars
- Specially designed maps of learner journeys.

The guide is published twice-yearly, every January and June.

We are using the fully interactive digital platform **Page Suite** for publication and dissemination of the guide. A PDF version is also made available.

### 2021-22 advertising prices

Prices are discounted (20%) for Children in Scotland members. VAT is not included.

Size	Member Rate	Non-Member Rate
Quarter page	£239	£299
Half page	£319	£399
Full page	£559	£699
Advertorial (full page)	£639	£799



### Advertising spec



**Quarter page:** 87.5mm wide x 131mm tall  
Advised maximum word count: 50



**Half page:** 185mm wide x 131mm tall  
Advised maximum word count: 100



**Full page:** 210mm wide x 297mm tall  
Advised maximum word count: 200 (500 for advertorial)

(Bleeds not required).

**Preferred format:** PDF but high resolution PNGs and JPEGs also accepted

## Insight

Launching in November 2021, *Insight* is a new bi-annual publication for Children in Scotland members and a key part of our member benefits package.

It's an exciting opportunity to give our members more in-depth analysis and features about the projects and people shaping the future of Scotland's children's sector in a beautifully designed, visuals-led publication, available in both print and digital formats.

3,100 print and digital editions of *Insight* issue 1 will be distributed to more than 450 member organisations and individuals working in the children's sector. Our launch edition will reach staff in 14 of the 32 local authorities across Scotland.

The publication will be promoted through our social media channels, our members' e-news, the members' hub of our website and as part of the wider communications of our members' benefits package for 2021-22.


### 2021-22 advertising prices


Prices are discounted (20%) for Children in Scotland members. VAT is not included.


Size	Member Rate	Non-Member Rate
Quarter page	£239	£299
Half page	£319	£399
Full page	£559	£699
Advertorial (full page)	£639	£799



### Advertising spec

 **Quarter page:** 87.5mm wide x 131mm tall  
Advised maximum word count: 50

 **Half page:** 185mm wide x 131mm tall  
Advised maximum word count: 100

 **Full page:** 210mm wide x 297mm tall (plus 3mm bleed)  
Advised maximum word count: 200 (500 for advertorial)

(Bleeds only required for full page adverts).

**Preferred format:** PDF but high resolution PNGs and JPEGs also accepted

## Magazine Web Pages

*Children in Scotland Magazine* has evolved and, following the move of many former print publications towards an online offer, now takes the form of freely available topical content on our website.

Our *Magazine Web Pages* offer a mix of responsive comment pieces, news, Q&As and project profiles, communicating our authoritative take on the sector.

New content is promoted through our social media channels and e-news every week.

### 2021-22 advertising prices

We offer a range of advertising options on these pages, from long-term placement to four-week fixed adverts and bundle deals.

Discounts of 20% are offered to member organisations for individual ad bookings and package agreements.

Please contact our Senior Business Development Officer (details above) to discuss bespoke advertising agreements.

Position and size	Member Per week	Member Four weeks	Non-Member Per week	Non-Member Four weeks
Static advert on main landing page	£52	£160	£65	£200
Rotating advert on article pages (box)	£40	£120	£50	£150
Rotating advert on article pages (banner)	£32	£96	£40	£120

Long-term ads/sponsors	Prices to be agreed with Senior Business Development Officer
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### Advertising spec



**Static ads on main landing page:** 300px wide x 250px tall



**Rotating ads on article pages (box):** 300px wide x 250px tall



**Rotating ads on article pages (banner):** 728px wide x 90px tall

**Preferred resolution and format:** 72ppi PNG

## News Update

Published twice-weekly, on a Monday and Thursday, our *News Update* rounds up all the latest child policy news in one bulletin and has a subscriber list of more than 2,000.

### 2021-22 advertising prices

Size	Member Rate	Non-Member Rate
100 words of text and link to website	£45	£60

Adverts in the *News Update* can have a maximum of 100 words and include a link to the appropriate website or email address. There may be occasions when an advert cannot be included in the e-news and we will provide an additional day or days of advertising to compensate for this. The position of the advert within the daily e-news may be changed at any time during the booked period.

### Ad packages and bundles

We can offer you any advert combination you would like across our channels, for example an advert in our *Learning Guide*, *Insight* and *Magazine Web Pages*. Prices and duration can be agreed according to requests. Indicative costs follow below.

### Sample ads package price for 2021-22

Package	Member Rate	Non-Member Rate
Web page advert (box) running for four weeks + <i>Learning Guide</i> 1/4 page + <i>Insight</i> 1/4 page	£560	£700



## 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 any of our publications or on our web pages does not constitute an endorsement by Children in Scotland.

## Cancellation policy

If you need to withdraw your advertisement from the *Learning Guide* or *Insight* we will require four weeks written notice prior to the publication date otherwise a cancellation fee may apply. We can offer the option of a reschedule for a future edition.

If your advertisement is printed with an error made by Children in Scotland, we will run a corrected version of your advertisement in the next edition free of charge. If for whatever reason one of our scheduled publications does not go ahead as planned, we will arrange through agreement with you for your advert to feature in a future publication.

## Advertising disclaimer notice

Paid advertising appears in Children in Scotland publications including print and digital formats. Children in Scotland does not endorse or evaluate the advertised product, service or company nor any claims made by the advertisement. Advertising does not influence editorial decisions or content and we reserve the right to refuse or cancel any form of advertising at any time without refund.



### Contact us

Tracy Hope, Senior Business Development Officer

Email: [thope@childreninscotland.org.uk](mailto:thope@childreninscotland.org.uk)