

newgen

Media pack

NewGen magazine is the official publication for members of the National Childbirth Trust (NCT).

The NCT is the leading charity offering information and support in pregnancy, childbirth and early parenthood. For over 50 years they have been operating at both local and national levels throughout the UK.

Over this time the NCT has successfully campaigned for changes in antenatal and postnatal experiences. The NCT continues to be at the forefront for these issues today and works to ensure that everyone gets the improved maternity services they deserve.

NewGen is read by a predominantly ABC1 unique, professional, well-educated, highly influential and informed readership of parents. The magazine acts as a direct link with the NCT whilst also providing advertisers with the opportunity to promote their products in a highly trusted and effective environment.

Magazine Stats:

Distribution: 94,000 members

Frequency: Quarterly – February, May, August and November

Editorial Coverage: NewGen is well written, with clear and thoughtfully produced editorial providing members with updated information and support throughout their own pregnancy and parenthood

Target Readership: ABC1 socio-economic group
65% are currently pregnant
81% have at least two children under the age of two
98% Married/living with partner
47% have an income between £40,000-£80,000
24% have an income over £80,000

Why advertise: The NCT offers a unique membership profile for a charitable organisation. Members are actively involved with the charity. NCT membership is experiencing year on year cumulative growth in excess of 10%.
45% new readership each year.

Advertising Opportunities

NewGen magazine provides you with an unrivalled opportunity to advertise your products, services, equipment, holidays or clothing. Each issue provides a mix of both display and classified advertising, providing you with opportunities to meet both your requirements and budgets.

Advertising Rates

Display

Advert type	Rates
Inside front/Outside back cover	£3,025
Inside back	£2,600
Full page	£2,400
Half page	£1,320

Classified

£23 per single col cm

Discounts for advertising in more than one issue

10% for 2 issues; 15% for 3 issues and 20% for 4 issues

Inserts

£40 per thousand up to 8 grams

Online

Advertising online can complement and enhance your presence through NewGen to members and non-members alike.

The NCT's website provides free information and advice on all areas of childbirth and child rearing, as well as providing both local and national information and links for NCT groups, members and health professionals.

Our website, www.nct.org.uk, receives over 640,000 page views per month. It has information for parents and health professionals and is the first stop for over 90,000 visitors per month looking for local classes, events and branches.

NCT Online	Dimensions	3 mnths	6 mnths
Small Banner	163 x 81 pixels	£270	£486
Box Banner	163 x 163 pixels	£540	£972
Sky Scraper	163 x 326 pixels	£1,080	£1,944

All rates are for colour and exclude vat.

Production Specs

A4 portrait

Display Advertisement sizes

Full page bleed:	303mm deep x 216mm wide
Trim size:	297mm deep x 210mm wide
Type area:	270mm deep x 185mm wide

Half page horizontal:	133mm deep x 185mm wide
Half page vertical :	270mm deep x 90mm wide
Quarter Page:	133mm deep x 90mm wide

Classified Advertisement sizes

Column widths:	1 = 42mm, 2 = 90mm, 3 = 136mm, 4 = 186mm
Half page horizontal:	130mm deep x 186mm wide
Half page vertical:	260mm deep x 90mm wide
Quarter page:	130mm deep x 90mm wide

Advertisements should be supplied digitally in the following Mac formats:

- EPS files (with fonts and images fully embedded)
- Adobe PDF (with fonts and images fully embedded at print-optimised resolution)

Acceptable transportation methods:

CD, Email: nct@mongoosemedia.com

All image files should be saved at 300 dpi



To discuss the advertising opportunities for NewGen and online, contact the sales team on: 020 7306 0300 ext 206 or email nct@mongoosemedia.com

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