

iP-D!P – Advertisers' Information

WHAT YOU NEED TO KNOW ABOUT iP-D!P MAGAZINE

WHAT IS iP-D!P MAGAZINE?

iP-D!P is a contemporary, national magazine (**monthly from May 2009**) for professionals working with children in play. It has been designed as part of the ongoing professionalisation of the play environment. iP-D!P is read by up to 10,000 workers across all areas of the playwork industry.

WHO READS iP-D!P MAGAZINE?

- Play Setting Manager/Leader/Playworkers
- Childminders and Nannies
- Tutor/College administrator/University lecturer
- Local authority or early years partnership workers
- Playwork Student
- Play consultants, commissioners, theorist and therapist
- Parents

WHAT IS iP-D!P MAGAZINE ABOUT?

iP-D!P contains a mix of information on good practice, news, real-life experience, international opinion on play and child development, careers, equal opportunities, child behaviour, academic papers, interviews, links and books. iP-D!P is a vibrant and attractively designed must have for anyone interested in the well being of children.

WHAT'S SO DIFFERENT ABOUT iP-D!P MAGAZINE?

Our readers want a publication that looks appealing and playful, reflects their lives, is full of content relevant to them and is a smooth read. iP-D!P offers all this and reaches out across the sector from theory to practice without losing a sense of quality

WHY ADVERTISE IN iP-D!P MAGAZINE?

Each iP-D!P issue is read by a minimum of 10,000 playwork professionals. Play is a hot topic in the UK as adults grapple with the provision of decent opportunities for play in our society. More interest is generated year on year as issues around child development take precedent.

RECRUITMENT IN iP-D!P MAGAZINE?

iP-D!P offers a section for recruitment advertising for playwork positions. This enables employers to reach a specialist playworker audience in a way that no other national children's magazine does. Rates are very competitive.

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RATES AND DATA – DISPLAY ADVERTISING 2009

	ISSUE x1	ISSUE x3	ISSUE x4	ISSUE x6
FULL PAGE	£875	£820	£775	£750
HALF PAGE	£440	£420	£410	£390
QUARTER PAGE	£230	£220	£210	£200
TRAINERS' PAGE	£25.00	£20 for 4	£17 for 6	£15 for 12
ISSUE SPONSORSHIP	From £2,500			
ADVERTORIALS	Prices available by arrangement			
INSERTS	£55 per 1000 (minimum 2,500)			
RECRUITMENT PAGES	MANY SPECIAL OFFERS AVAILABLE (Spring 2009)			

Various discounts are available on the rate card price. Please contact for details.

MECHANICAL DETAIL

ADEVRT DIMENTIONS

- Full page = w173mm x h239mm
- Full page bleed = w203 x h257mm
- Half page vertical = w99mm x h239mm
- Half page vertical bleed = w99mm x h257mm
- Half page horizontal = w173mm x h116mm
- Bottom half page horizontal bleed = w203 x h135mm
- Quarter page = w85 x h107mm
- Ninth page = w55mm x h74mm
- Trainer Listing = w58mm x h18mm
(Bleed 3mm)

FILE FORMATS: We are happy to accept artwork for adverts in pdf formats (no responsibility accepted otherwise)

COLOUR: All artwork for colour adverts must be supplied in full colour (CMYK).

RESOLUTION: All artwork must supplied at 300dpi (dots per inch) or over.

FONTS: Artwork supplied must have fonts outlined to avoid printing problems associated with font conflicts.

SENDING: We are happy to receive artwork via email, CD-R or USB memory

PUBLISHED: First week of each month

COPY DEADLINE: Last Monday of each month

CANCELLATION: You may be liable for payment in full for any adverts cancelled, or for which copy has not been received 14 days prior to the publishing date.

For more information or to book advertising, contact: MICHAEL on the number below or email to advertising@ip-dip.com