

# bumps & babies



## Media Pack

Bumps & Babies magazine is designed to help new parents and parents-to-be through the maze of information and some of the adjustments and decisions during this life-change. Bumps & Babies is published by the NCT. The NCT is the leading charity for pregnancy, birth and parenting in the UK. Every year we support thousands of people through this incredible life changing experience, offering relevant information, reassurance and mutual support. We are trusted and respected by health professionals and governments as an organisation that represents the needs of parents.

## Online

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.

Supported by



Our website, [www.nct.org.uk](http://www.nct.org.uk), receives over 90,000 visitors per month. It has information for parents and health professionals and is the first stop for over 45,000 visitors 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

## Magazine Stats:

Distribution: 570,000 copies distributed annually, with at least 120,000 copies distributed each Quarter

Frequency: Quarterly – January, April, June, and October

Editorial Coverage: Professional, current and crucial pregnancy and newborn information and advice for parents

Target Readership: Pregnant women and mothers of babies 0-6 months

Why advertise: Distributed directly through health professionals and the NCT. Each issue reaches a brand new audience and provides a vast reach whilst being distributed at a crucial purchasing point.

“on average, parents will spend between 20-30% of their income on products and services for their baby during the first stages of their life”

## Advertising Rates

### Display

Full page colour	£4,950
½ page colour	£2,650
¼ page colour	£1,475

### Special Positions

Inside Back Cover	£5,200
Outside Back Cover	£5,350
Double Page Spread	£9,000

### Classified

1/8 page colour	£550
1/16th page colour	£350

### Multiple Booking Discount

4 issues	20% discount
3 issues	15% discount
2 issues	10% discount



### Early Booking Discount

1 issue booked 3 months prior to booking deadline: 35% discount  
2 months – 25% discount

### Inserts

Prices available on application

### NCT Suppliers Discount

NCT Shop suppliers using the 'stocked by NCT' logo: 10% discount

### Production Specification

PDF's are preferred, in composite CMYK format. Quark Xpress 6, Adobe Illustrator CS (fonts converted to outline). Scans and illustrations saved as CMYK (not RGB) with a minimum resolution of 300dpi in Tagged Image File format (.tif) or EPS (.eps). A proof must be provided with all adverts.

### Format A4

Ad Sizes Type area Trim size Bleed area  
dps 269 x 390 297 x 420 303 x 426  
page 269 x 182 297 x 210 303 x 213  
half horizontal 132 x 182 --  
half vertical 269 x 88 --  
quarter 132 x 88 --  
outside back 269 x 182 297 x 210 -  
inside front 269 x 182 297 x 210 -  
inside back 269 x 182 297 x 210 -  
eighth 63 x 88 --  
Material : EPS files (with fonts and images fully embedded) / high res PDF  
DTP MAC PC.

### Contact Details

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