

Friends Connect

Media kit

Title Friends Connect
Published 4 times per annum
Format A4
Circulation 4,500

Aim
 To produce an eye-catching and interesting magazine that acts as a showcase and resource tool for the work of Friends groups, and as an inspiration to members and non-members alike.

Target audiences
 4000 Trustees of our member organisations
 520 NHS Trusts
 Members of the Public
 Primary Care Trusts
 All CPPIH (when identified)
 Relevant Voluntary Organisations / Managers
 Government Departments e.g Dept of Health, Home Office
 Host organisations e.g Hospitals, PCTs
 Potential partner organisations e.g WRVS
 Local groups
 Individual members
 Corporate members

Artwork Full colour digital

Contact David Elcock
 11-13 Cavendish Square
 London
 W1G 0AN
 020 7307 2573
 david.elcock@attend.org.uk

Readership
 Friends Connect is distributed to Trustees of Friends' Charities; they in turn circulate them to their volunteers and health care contacts. Today Attend has around 770 member charities. The readership is made up of: mature, well-connected and influential individuals whose proactive fundraising generated over £43 million in 2002. This money is used to purchase equipment and special services for patients being cared for in hospitals and local communities.

Friends also offer services that directly benefit patients, such as shops, trolley sales, tea bars, transport and other assistance schemes. Friends make up the largest volunteering force in the NHS.

Advertising Rates
 All prices are for colour ads. It is not possible for proofs to be provided. Artwork can be supplied to us by yourselves or we can provide design services for an extra charge. Please contact us for more details.

Advertising space

Full page back cover	£1000.00
Full page inside cover	£ 900.00
Full page	£ 750.00
Half page	£ 500.00
Quarter of page	£ 250.00

A4 Friends Connect Shop Talk supplement
 All prices are for colour ads. Artwork can be supplied to us by yourselves and should be in .EPS or .TIFF format at print resolution, above 300dpi. This should reach us on CD at the address below by the deadline date or can be emailed to david.elcock@attend.org.uk. We can also provide design services for an extra charge that is priced at £50 an hour.

Half page: £250.00 = 190mm width 130mm height

Quarter page: £125.00 = 95mm width 130mm height

Payment due on acceptance for publication. All prices exclude VAT.