

Media Pack



The Voice of Excellence in Social Care

www.caretalk.co.uk

Profile

Care Talk, 'the voice of social care' is a monthly free publication distributed to around 23,000 plus care providers and individuals across the social care sector and was launched at the Care Show, Bournemouth on 28th March 2011.

Care Talk has regular features, product services information, business news, case studies and monthly 'focus on' editorials.

Through our resources, enthusiasm and creative team **Care Talk** has become a successful and long term publication. Born out of the need to hear good news, real life stories and best practice, **Care Talk** is a pick-up, read and pass-on publication with a fresh, innovative and contemporary style.

Care Talk is put together by the team behind **The Great British Care Awards**.



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Team and experience



Care Talk is the magazine for people working in social care, written by sector professionals. This gives **Care Talk** a unique quality that knows and understands the day to day concerns and needs of running social care businesses and services.

Following on from the success of the **Great British Care Awards**, a series of events that recognise excellence in social care, we recognised that there is a gap in the market for a care publication that also acknowledges the whole of the social care workforce.

Good editorial is the heart of any publication and Care Talk is proud to have the crème de la crème of sector professionals on the editorial board, boasting representatives from the Department of Health, sector bodies, including the Association of Directors of Adult Social Services (ADASS), National Skills Academy for Social Care, the Social Care Institute for Excellence (SCIE), The English Community Care Association (ECCA), Ceretas, professional organisations and regional care homes. The editorial team consists of highly respected people within social care who have knowledge and experience on the issues that really matter to the sector. All with one shared objective - to achieve a forward thinking and all-inclusive magazine, based on communication, positive attitudes and most importantly, the issues that really matter to the social care workforce. Through Care Talk we continue working to achieve genuine voice of excellence for social care.

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Style

Care Talk's unique selling point is that it appeals to all front line care staff, managers, owners and decision makers through its innovative contemporary style and design. **Care Talk** is a lighter read than other publications in the market and its modern approach does attract key advertisers.

The response we have had from the publication's fresh and innovative design, coupled with its relevant knowledge will ensure that it is picked up, read and passed on by 3-4 individuals who themselves are key voices and influencers in the care industry.

Market intelligence

Through the thousands of nominations we receive for the **Great British Care Awards** we are privileged to strong market intelligence. Opinion indicates that the market is saturated with trade publications. Research has shown that key decision makers in the sector are influenced by the people that use the products and services, the frontline care staff.



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Key features

Care Talk does not steer away from issues that concern owners and other key decision makers, issues that will also impact frontline care staff but in different ways. **Care Talk**'s unique style ensures it has an appeal to the whole of the social care workforce.

Regular items:

- Sector news
- Department of Health news
- Local Authority news
- Specialist services news
- Business brief
- Property news
- Employment specials

Care Talk also features highlights and disseminate good practice which comes to light through the **Great British Care Awards** judging days in the form of case studies and good news stories.

We welcome contributions from a wide range of sector organisations and are flexible to include relevant and newsworthy stories. Contributions should therefore be of relevance to **Care Talk** readers and the social care sector.



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Editorial schedule 2012

Each issue of **Care Talk** will feature a 'focus on':

February	Advocates and Relatives Using Technology to improve quality
March	Diversity and Equality Financial advice for Care Operators
April	Nutrition Environmental issues
May	Dementia Products and Services to improve the lives of dementia sufferers
June	Health and safety Safeguarding vulnerable adults
July/August	Carers Week special Service User Innovation Products and services to improve mobility
September	Employment TUPE or not TUPE
October	Social Enterprise Case Studies Products and services
November	Development and Training Infection control
December	Dignity and Independence Products and services to promote dignity and Independence

Please note that features may be subject to change due to current news and events



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Distribution

Care Talk is published 10 times a year, is free to receive and is also available to subscribe and read online at www.caretalk.co.uk

Distributed to over 23,000 plus individuals, and organisations our contacts database is very comprehensive and includes the whole of the social care sector, encompassing statutory, independent and large corporate providers. **Care Talk** goes into the heart of the care sector and has been born out of the need to hear good news, real life stories and best practice.

Care Talk readers include:

- Care Managers
- Care sector professional
- Care Operators
- Senior Nursing staff
- Domiciliary Care workers and assistants
- Care Operators
- Financial Directors
- Senior Purchasers
- Homecare Services
- Care staff for older people
- Specialist Care workers
- Assisted Living units



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Marketing platform and opportunities

Care Talk acts as a media platform to promote the **Great British Care Awards**, www.care-awards.co.uk, which are a series of 9 Regional Awards throughout England for the care sector. The awards pay tribute to individuals, organisations and businesses in the social care sector and celebrate excellence in the industry. Each regional event is for up to 650 people and culminates in 2 National **Great British Care Awards** in London, to which all the Regional Finalists are invited.

Advertisers will also benefit from **Care Talk**'s promotional activities which includes stands at regional and national Care Shows and the annual NCAS conference. Through our business networking events, we have strong links with sector bodies and local care associations which will also serve as promotional outlets.



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Advertising rates

Advert Size	Price + VAT
Eighth page	£250
Quarter page	£450
Half page	£650
Full page	£1200
Double page	£1900
Premium listings available	Front page banner, inner front back, back page and inner back page, please contact us for details
Inserts	Available from £100 per 1,000, please contact us with your requirements (excluding postage)
Job listing eighth page	£99, other sizes are available, please contact us with your requirements
Online	Banner adverts and job listings available, please contact us for details



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Care Talk Business



New for 2012!

[Care Talk Business](#) is a new and exciting website aimed at key decision-makers within social care; care providers, care managers, senior social care and healthcare professionals, financial, property and other industries servicing our sector.

[Care Talk Business](#) has a strong business focus and will include the very latest news on products and services, employment, legal, property and finance issues.

With a live sector news feed, the latest business and property banter, updates on movers and shakers and purchases and acquisitions, [Care Talk Business](#) is set to become the sector's leading one-stop site for business news.

The site will also feature the very latest news affecting our sector, including regular updates from key industry bodies such as the Care Quality Commission, Ceretas, the English Community Care Association, Skills for Care, the National Skills Academy for Social Care and the Social Care Institute for Excellence.

All advertisers to [Care Talk](#) will receive one month's free advertising on the Care Talk Business web site.

www.caretalkbusiness.co.uk



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Mechanical data

(W = Width. H = Height. All measurements are in millimetres)

- Full Page: 215W x 270H
- Full Page with bleed: 230W x 285H (Supply ad with 3mm bleed all round 236W x 291H)
- Double Page Spread with bleed: 460W x 285H (Supply ad with 3mm bleed all round 466W x 291H)
- Horizontal Half Page: 215W x 134H
- Horizontal Half Page with bleed: 230W x 142H (Supply ad with 3mm bleed all round 236W x 148H)
- Vertical Half Page: 107W x 270H
- Vertical Half Page with bleed: 114W x 285H (Supply ad with 3mm bleed all round 120W x 291H)
- Quarter Page: 107W x 134H
- Quarter Page with bleed: 114W x 140H (Supply ad with 3mm bleed all round 120W x 146H)
- Eighth Page: 107W x 65H
- Eighth Page with bleed: 114W x 70H (Supply ad with 3mm bleed all round 120W x 76H)
- Vertical Column: 60W x 250H
- Horizontal banner large: 215W x 80H
- Horizontal banner small: 215W x 40H



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Artwork

Artwork should be supplied as a high resolution PDF. We can also accept artwork supplied in its original format if it has been created in Quark 8 or Adobe InDesign CS4. In addition to this, we also provide a free design service. If you would like to take advantage of this service please supply any text you wish to use, saved in Word, together with any images, saved as high resolution JPEG or TIFF file and your company logo saved as a EPS file.

Deadlines

Care Talk is published 10 times a year on a monthly basis and is distributed in the final week of the month for the next month's issue. For specific deadlines please contact advertising@caretalk.co.uk



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Terms and conditions

- All prices are subject to VAT at standard rate at the time of invoicing
- For multiple orders we will invoice together unless specified in advance
- All invoices should be paid within 30 days
- We reserve the right to revise these prices at any time - prior notification will be given



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