

The Journal of DementiaCare

For all who work with people with dementia

Media Information

The **Journal of Dementia Care** is the only specialist multi-disciplinary journal aimed at all professionals working with people with dementia. Its unique position and the high regard in which it is held mean that it is required reading for these professionals.

Editorial Excellence

The **Journal of Dementia Care** is committed to providing high quality, in-depth coverage of the issues affecting professionals who are managing the delivery of appropriate care to people with dementia. Particular emphasis is placed on practical areas including product information.

The editorial team of **Mark Ivory**, **Sue Benson**, **Theresa Ellmers** and **Dr Richard Hawkins** is highly experienced and knowledgeable in this field. They are supported by consultant editors **Professor Jill Manthorpe**, Professor of Social Work, King's College London and **Dr Hazel Heath**, independent nurse consultant: older people.

They are further advised by the Journal of Dementia Care Advisory Board whose members are **Caroline Baker**, Barchester Healthcare; **Professor Dawn Brooker**, University of Worcester; **Rachael Litherland**, Dementia Engagement and Empowerment – people living with dementia; **Dr Nori Graham**, Alzheimer's Society and Alzheimer's Disease International; **Tessa Gutteridge**, Young Dementia UK; **Jo James**, Imperial College Healthcare NHS Trust; **Sahdia Parveen**, University of Bradford; **Maria Pasiecznik Parsons**, Creative Dementia Arts Network; **Lynne Phair**, independent consultant nurse & expert witness; **Jackie Pool**, Sunrise Senior Living; **Professor Graham Stokes**, HC-One; **Professor Claire Surr**, Leeds Beckett University; **Dr Amanda Thompsell**, South London & the Maudsley NHS Foundation Trust; **Toby Williamson**, independent consultant; **Lucy Whitman**, writer, editor and trainer in dementia care

Targeted Readership

The **Journal of Dementia Care** is precisely targeted at decision makers and buyers of products and services in the care of people with dementia. As this specialty is relatively new and growing fast, the journal will be particularly influential in the buyers' choice of products and services. Readers include:

- Consultant psychogeriatricians
- Consultant geriatricians
- Community mental health nurses
- Occupational therapists
- Inspectors of care homes
- Clinical psychologists
- Managers and proprietors of specialist care homes
- Social workers
- Managers and ward sisters in hospitals
- Dementia services managers in adult social care
- Managers of specialist day care facilities
- Managers of domiciliary care services
- Dementia professionals within primary care trusts

For more information please contact **Caroline Bown**

Advertising/Exhibitions: caroline.bown@investorpublishing.co.uk

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Investor Publishing, Greener House, 66-68 Haymarket, London SW1Y 4RF

www.careinfo.org • www.journalofdementiacare.co.uk



news • care practice • clinical updates • research • resources • training • technology

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Circulation

The **Journal of Dementia Care** provides a distribution of 4,000. This figure is divided between subscribers who receive copies of every issue, and a controlled circulation number who receive copies on a rotating basis.

Events/ Conferences

The **Journal of Dementia Care** also organises conferences across the country every year, including the very successful UK Dementia Congress, now in its 15th year, alongside a range of other specialist dementia care conferences and the National Dementia Care Awards.

Speakers represent a wide range of expertise from the best organisations involved with dementia care, and include professors, senior managers, researchers, trainers, front-line care staff, managers and proprietors of specialist care homes.

Up-to-date details of forthcoming conferences are available via our websites at www.careinfo.org and www.journalofdementiacare.co.uk. These conferences offer an exciting range of exhibition opportunities.

2020 Exhibition Opportunities

• UK Dementia Congress 2020

The cost to exhibit at the 15th UK Dementia Congress in November 2020 is £1,600 + VAT. This includes a 3m x 2m stand with table, two chairs and places for two stand personnel. Sponsorship opportunities are also available.

• The National Dementia Care Awards 2020

The prestigious National Dementia Care Awards, now in its 11th year, will be held in November 2020. Sponsorship opportunities are now available.



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Advertisement rates

| Size | Price |
|--------------|-------|
| Full page | 1180 |
| Half page | 740 |
| Quarter page | 580 |
| Eighth page | 320 |

Mechanical data

| Size | Type area (mm) | Bleed (mm) | Trim (mm) |
|-------------------------|----------------|------------|-----------------|
| Full page | 276 x 190 | 304 x 216 | 298 x 210 |
| Half page horizontal | 130 x 190 | 133 x 216 | |
| Half page vertical | 276 x 92 | 304 x 95 | |
| Quarter page horizontal | 65 x 190 | | |
| Quarter page vertical | 130 x 92 | | |
| Eighth page horizontal | 65 x 92 | | (depth x width) |

Deadlines 2020

The **Journal of Dementia Care** is published bi-monthly: Jan/Feb, March/April, May/June, July/August, Sept/Oct, Nov/Dec. It is mailed during the first or second week of the first month of the cover date. Cancellations can only be accepted at least eight weeks prior to publication date.

| ISSUE | BOOKING DEADLINE | COPY DEADLINE | PUBLICATION DATE |
|---------|------------------|---------------|------------------|
| Jan/Feb | 29/11/19 | 06/12/19 | 02/01/20 |
| Mar/Apr | 30/01/20 | 07/02/20 | 21/02/20 |
| May/Jun | 02/04/20 | 09/04/20 | 24/04/20 |
| Jul/Aug | 29/05/20 | 05/06/20 | 19/06/20 |
| Sep/Oct | 31/07/20 | 07/08/20 | 21/08/20 |
| Nov/Dec | 02/10/20 | 09/10/20 | 23/10/20 |

Also Available

Cover positions

Loose or stitched inserts

Cover-mounts, stick-ons and wrap-arounds

Product news

Contact caroline.bowern@investorpublishing.co.uk for more information

Electronic specifications

Material must be supplied in one of the following formats:

press-ready PDF; TIFF; EPS.

All images must be in CMYK, greyscale or mono format (not RGB), at 300dpi.

We can accept files via email (max. attachment size 10Mb) - for larger files please use Dropbox or a similar service such as Mailbigfile.com.

NOTE: If material received does not meet these criteria, we reserve the right to levy a handling charge. This will automatically apply to files supplied in Microsoft Word or Publisher format unless prior arrangements have been made.

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