all4maternity

LEARNING • SHARING • CARING

INCORPORATING:

THE PRACTISING MIDWIFE



FORMULA FREE

A SPACE TO LEARN, UPDATE, NETWORK AND CONNECT, TOOLS TO SUPPORT CAREER DEVELOPMENT

PRINT | ONLINE | SOCIAL | DIGITAL | EVENTS

WHO ARE WE

All4Maternity is an online platform to support, develop and nurture every midwife and maternity worker: from volunteers, doulas, aspiring midwives, obstetricians through to senior clinicians, academics, leaders and change agents working throughout maternity services. Our hopes are to connect midwives and maternity care workers locally, nationally and globally creating a strong connected community by facilitating effective education, knowledge translation, and professional growth. We uphold a strong ethical philosophy, focused on promoting health and wellbeing with compassion.

All4Maternity aims to be a go-to space to learn, update, network and connect: a tool to support career development. Offering something for everyone, our vision is to enhance the care provision for childbearing women and their families, by providing all maternity workers with high-quality areas for learning, sharing and caring.



WE OFFER

LEARNING

Our learning zone offers evidence-based, multimedia modules and webinars.

SHARING

In our sharing zone we will offer repositories of information on key topics to support your practice; regular updated blogs and archives of articles for your reference.

CARING

In our caring zone, you can join our growing online community, via peer mentoring networks, podcasts and forums.

All4Maternity also includes access to **The Practising Midwife**, which is the most popular midwifery journal for midwives. The journal is available as a paper based publication (11 issues per year) online using interactive page turning software, or as a PDF document to download and print.

The Practising Midwife is viewed as the essential learning journal for all practicing midwives and students.

Our vision is to support all midwives, students and maternity workers with their learning, sharing and caring needs as they practice, caring for women and families throughout maternity services

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KEY STATISTICS

Current Subscriptions have increased on average 15% per month since October 2017 and we now have a growing global market.

15%

We have given over
500 FREE
subscriptions to midwives in low income countries as part of our
one4one
commitment. (for every new subscriber we gift a free subscription to those from a low income country)



All articles available online

10 planned events for **2018** including
The Royal College of Midwives Conference.

Over **200** subscribers per month since launch

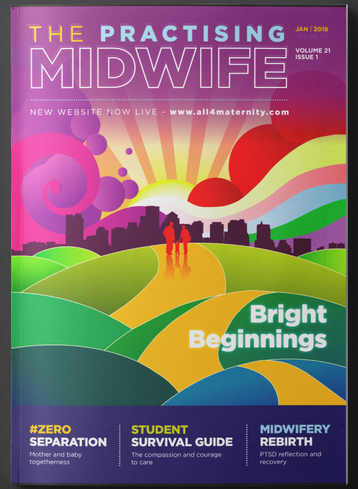
Advisory and editorial board of **28** members

Over **20000** followers on Twitter (across key personnel)

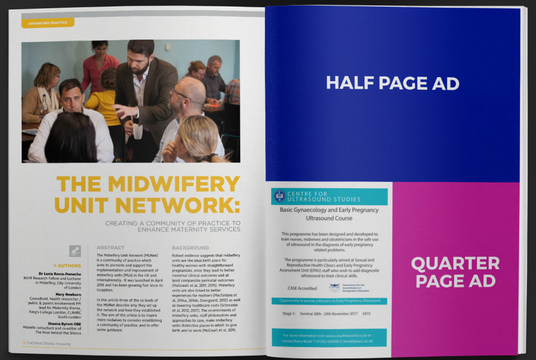
Over **20000** unique visits and **125000** web page visits per month
*from November 2017 – January 2018

Over **10000** interactions on Facebook per month
*from November 2017 – January 2018

8500 views on Facebook live broadcast
*from November 2017 – January 2018







PRINT ADVERTISING

(Cost per month, cost per 3 months, cost per 11 months)

	x1	x3	x11	Trim Size	Type Area	Bleed
Back Cover (P)	£850	£750	£650	210x297	186x273	216x303
Full Page (P)	£700	£650	£600	201x297	186x273	216x303
Half Page (L)	£400	£350	£300	186x134	N/A	N/A
Quarter Page (P)	£275	£250	£225	91x134	N/A	N/A

Price is Based on per Issue - Sizes in mm

(P) - Portrait Only **(L)** - Landscape Only

These costs also include FREE presence in the flip page journal on the All4maternity website.
With up to 75,000 impressions to the site every month, this could offer fantastic value to your brand awareness.

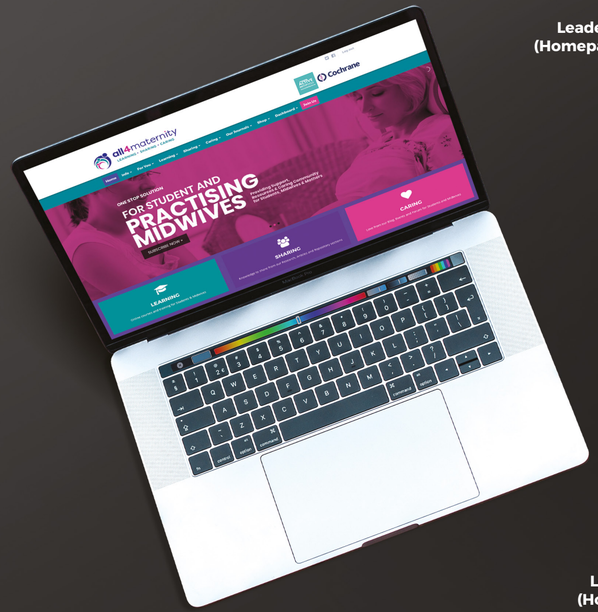
Agency rate - 10% discount

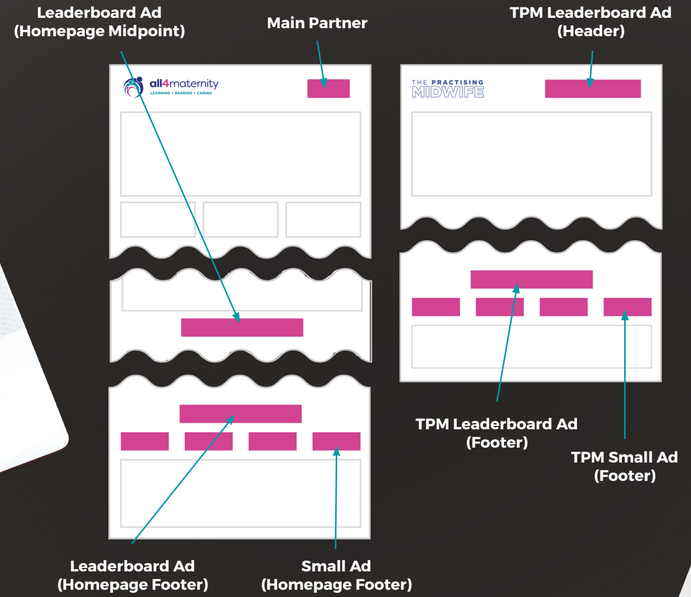
Inserts

Supplied A4 or A5 inserts - £55 per 1000 inserted into the journal (max weight 15 grms)
Sample sachets (attached to either advert page or front cover of the journal) - Price on request

Publication Dates

We publish 11 editions each year with a Summer issue in July/August. Publications 1st of each month.





DIGITAL ADVERTISING

All4Maternity.com - (Cost per month, cost per quarter)

	CPM	CPQ	Size
Main Partner (Header on all pages)	£200	£500	Dependant on supplied logo size
Leaderboard Ad (Homepage Midpoint)	£100	£250	728x90px - (png, jpeg or gif)
Leaderboard Ad (Homepage Footer)	£80	£200	728x90px - (png, jpeg or gif)
Small Ad (Homepage Footer)	£60	£150	250x150px - (png, jpeg or gif)
Leaderboard Ad (Inner Page Footer)	£70	£170	728x90px - (png, jpeg or gif)
Small Ad (Inner Page Footer)	£40	£100	250x150px - (png, jpeg or gif)
Leaderboard Ad (All Pages Footer)	£100	£250	728x90px - (png, jpeg or gif)
Small Ad (All Pages Footer)	£80	£220	250x150px - (png, jpeg or gif)



TPM Section - Digital Advertising (Cost per month, cost per quarter)

	CPM	CPQ	Size
Leaderboard Ad (Header)	£100	£260	728x90px
Leaderboard Ad (Footer)	£70	£170	728x90px
Small Ad (Footer)	£50	£120	250x150px

P - Portrait Only L - Landscape Only

Online Interactive Magazine

All adverts placed in the Practising Midwife will have free adverts included in the online version

Auto play video to be placed on your advert within the flip page version of Practising Midwife

x1	x3	x11
£250	£225	£200

Email

Sponsorship of emails to members and potential members (weekly)

Main sponsor	10p per email
Footer sponsor	8p per email

*potentially up to 4000 email subscribers

Agency 10% discount off all advertised rates.



SPONSORSHIP PACKAGES

Modules

The availability to sponsor video content and modules is also available. Potential sponsors are requested to make contact initially to discuss partnership opportunities.

We will deliver a host of potential opportunities for advertisers to get involved to allow you to connect with our readers and online audience, enabling you to plan and consider your message to the specific demographic.

Advertisement features in specific featured topics within the journal
Sponsorship of Learning and Development zones
Event and Award sponsorship
Email sponsorship
Banner advertising
Module sponsorship
Conferences
Social Media sponsorship
Additional resources planned for the market

Please contact dave@all4maternity.com for more information on sponsorship opportunities.

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PACKAGES

PLATINUM

All4maternity homepage advert expose
Position of advert negotiable

Full page in every TPM journal
(11 per year) Position can be negotiated (Additional costs for inside cover and back page apply)

Free online presence of advert in TPM interactive journal where we can upload your video advert to our page turning software.

Presence on Facebook live posts with mentions and links to your product

GOLD

Full page advert in TPM paper journal for 11 issues

Free advert in online journal

Additional cost for video link to be added.

SILVER

Half page advert in TPM journal for 11 issues

Free online advertising in online journal

Additional cost for video link to be added.

BRONZE

Quarter page advert in TPM Journal 11 issues

Free Online advert in TPM Interactive journal

BESPOKE

A tailored advertising package to meet your individual needs and requirements for your budget.

We do packages on a range of budgets from £350 upwards in order for you to obtain the most exposure for your money.

Please email kerry@all4maternity.com to design this.

ADDITIONAL OPTIONS

SPONSORSHIP - online modules

SPONSORSHIP - journal articles

SPONSORSHIP - article of the month

SPONSORSHIP - events/conference

SPONSORSHIP - awards

CLASSIFIED job adverts

WALL PLANNER adverts

FEATURES - advert on featured articles

INSERTS - A4 or A5 inserted into the journal



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contact: info@all4maternity.com
advertising: advertising@all4maternity.com
sponsorship: dave@all4maternity.com

+44 (0) 1282 858231
www.all4maternity.com

Our Partners and Sponsors

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