

# 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 **Sue Benson**, **Catherine Ross** 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, Social Care Workforce Research Unit, King's College London and **Dr Hazel Heath**, independent nurse consultant, specialising in care of older people.

They are further advised by the Journal Of Dementia Care Advisory Board whose members are **Professor Dawn Brooker**, director, University of Worcester Association for Dementia Studies; **Professor David Challis**, professor of social work and community care, Personal Social Services Research Unit, University of Manchester; **Professor Murna Downs**, University of Bradford; **Dr Nori Graham**, vice president of Alzheimer's Disease International; **Professor Steve Iliffe**, professor of primary care for older people, University College London and Royal Free medical schools; **Maria Parsons**, lead dementia adviser, Sanctuary Care; **Lynne Phair**, consultant nurse for older people, West Sussex Primary Care Trust; **Jackie Pool**, occupational therapist and consultant in dementia care; **Jennie Powell**, lead speech and language therapist, Cardiff and Vale NHS Trust; **Dr Amanda Thompsell**, old age psychiatrist, Care Homes Support Team, Southwark PCT and **Professor Bob Woods**, professor of clinical psychology of older people, University of Wales, Bangor.

## 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
- Managers and ward sisters in hospitals
- Clinical psychologists
- Managers and proprietors of specialist care homes
- Inspectors of care homes
- Dementia services managers in social services departments
- Managers of specialist day care facilities
- Managers of domiciliary care services
- Dementia professionals within primary care trusts



**For more information please call: 020 7720 2108**

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**[www.careinfo.org/dementiacare](http://www.careinfo.org/dementiacare)**



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## Advertisement rates

Size	Colour	Spot	Mono
Full page	1105	810	720
Half page	675	495	420
Quarter page	510	300	250
Eighth page	255	190	150

## 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

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 second week of the first month of the cover date. Cancellations can only be accepted at least eight weeks prior to publication date.



### Loose inserts

Bound and loose inserts by arrangement. The **Journal of Dementia Care** is a highly effective way to reach your target audience. Copy instruction inserts should be sent to the printer whose name and address is available by contacting the **Journal of Dementia Care** office. Six copies should be sent to the advertisement manager. Rate: £80 per 1,000

### Electronic specifications

Material must be supplied in one of the following formats: TIFF; EPS; QuarkXPress 4 - 7 for Apple Macintosh, with all fonts and images supplied (images as TIFF or EPS). All images must be in CMYK, greyscale or mono format (not RGB), at 300dpi. Please supply a hard copy proof. We can accept files on CD, or via email by prior arrangement (max. attachment size 10Mb).

**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 format unless prior arrangements have been made.

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