

# 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, Social Care Workforce Research Unit, King's College London and **Dr Hazel Heath**, independent nurse consultant and chair of the Royal College of Nursing Older People Forum.

They are further advised by the Journal of Dementia Care Advisory Board whose members are **Caroline Baker**, Director of Dementia Services, Barchester Healthcare, **Professor Dawn Brooker**, Director, University of Worcester Association for Dementia Studies, **Professor Murna Downs**, Bradford Dementia Group, University of Bradford, **The DEEP Group** (Dementia Engagement and Empowerment) – people living with dementia, **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**, dementia care consultant, Head of Oxford Ageing Research, **Lynne Phair**, independent consultant nurse and expert witness, **Jackie Pool**, occupational therapist consultant in dementia care, Hampshire, **Nada Savitch**, Co-director, Innovations in Dementia, **Professor Graham Stokes**, Global Director of Dementia Care, Bupa, **Dr Amanda Thompsell**, Consultant Old Age Psychiatrist, South London and the Maudsley NHS Foundation Trust, **Toby Williamson**, Independent consultant, Toby Williamson Consultancy and **Professor Bob Woods**, Professor of Clinical Psychology of Older People, Bangor University.

## 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 Alan Leary on 07912 895 484

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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, the Scottish Caring & Dementia Congress, 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 by contacting **Alan Leary** on **07912895484** and via our websites at [www.careinfo.org](http://www.careinfo.org) and [www.journalofdementiacare.co.uk](http://www.journalofdementiacare.co.uk). These conferences offer an exciting range of exhibition opportunities.

## 2018 Exhibition Opportunities

### • UK Dementia Congress 2018

The cost to exhibit at the 13th UK Dementia Congress, 6-8 November 2018 at the Hilton Brighton Metropole, is £1600 + VAT. This includes a 3m x 2m stand with table, two chairs and places for two stand personnel. Sponsorship opportunities are also available.

### • Scottish Caring & Dementia Congress 2018

For this 10th annual congress, held on the 18 April 2018 at the Murrayfield Stadium, Edinburgh, the cost to exhibit will be £500 + 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 2018

The prestigious 9th National Dementia Care Awards will be held on 8 November 2018 at the Hilton Brighton Metropole. 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 2018

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	02/12/17	09/12/17	06/01/17
Mar/Apr	03/02/18	10/02/18	24/02/18
May/June	14/04/18	21/04/18	05/05/18
Jul/Aug	09/06/18	16/06/18	30/06/18
Sep/Oct	04/08/18	11/08/18	25/08/18
Nov/Dec	29/09/18	06/10/18	20/10/18

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**Product news** entry £150 (150 words & one image)

### Electronic specifications

Material must be supplied in one of the following formats:

press-ready PDF; TIFF; EPS; or QuarkXPress 9 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.

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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## Features List 2018

### January/February

UK Dementia Congress 2017: review  
National Dementia Care Awards 2017:  
review and winners

### March/April

Dementia Training & Staff Development  
Sensory Gardens

### May/June

Furniture & Interiors for Dementia  
Medication administration

### July/August

Nursecall/Alarm Systems & Technology  
Catering and nutrition for dementia

### September/October

Training & Staff Development Update

### November/December

UK Dementia Congress 2018:  
Exhibition Preview & Congress Issue  
National Dementia Care Awards 2018:  
Meet the Finalists

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