

## Media Pack 2011/12

### Who reads Open Mind?

The print-run for *Open Mind* issue 164 (Nov/Dec 2010) was 2500.

70% of our subscribers pay for their subscriptions, and 30% get free copies.

Free copies are sent to local Mind associations and to other stakeholders, including Mind's Council of Management members and Mind's life members.

Respondents to the most recent *Open Mind* survey classified themselves in the following ways:

- 47% professionals
- 34% service users/survivors
- 10% relative/carer of a service user
- 9% student

The mental health professionals who read *Open Mind* include mental health nurses, social workers, GPs, psychiatrists, clinical psychologists and more. The magazine is also read by housing workers, solicitors, the police, day care workers and others whose clients may include people with mental health problems.

### Why do they read Open Mind?

- **Information:** e.g. news updates, medication, the law, issues and analysis, good practice, welfare benefits
- **Campaigning:** e.g. lobbying for change and for alternatives, promoting examples of excellence, highlighting examples of bad practice
- **Support/insight:** e.g. human interest stories and personal experience – written from user, carer and professional perspectives
- **Debate:** e.g. opinion pieces, conversations between people with opposing views on controversial issues.

## What to advertise

This is an audience who want to stay informed about health and social care issues. Our readers:

- attend training courses and conferences
- buy books and other resources on health and social care
- participate in health and social care organisations

## Advertising rates (subject to VAT)

**Full page** (303mm x 216mm inc. 3mm bleed) £500

**Half page** (120mm x 175mm) £300

**Quarter page** (120mm x 85mm) £150

**Inserts** under 15g £450 for a full run of 2,500 (heavier inserts by negotiation)

Voluntary sector discount 10%

Samples of adverts and inserts must be sent to Open Mind for approval. Adverts (full colour) should preferably be provided as a high resolution PDF. Inserts must be sent direct to mailing house, details given on confirmation.

## Advertising booking deadlines

Issue	Date published	Adverts booked	Adverts supplied	Inserts booked	Inserts supplied
168 (Sep/Oct)	1/10/2011	15/8/2011	21/8/2011	15/9/2011	20/9/2011
169 (Nov/Dec)	1/12/2011	15/10/2011	21/10/2011	15/11/2011	20/11/2011
170 (Jan/Feb)	1/2/2012	15/12/2011	21/12/2011	15/1/2012	20/1/2012
171 (Mar/Apr)	1/4/2012	15/2/2012	21/2/2012	15/3/2012	20/3/2012
172 (May/Jun)	1/6/2012	15/4/2012	21/4/2012	15/5/2012	20/5/2012
173 (July/Aug)	1/8/2012	15/6/2012	21/6/2012	15/7/2012	20/7/2012

**For further information, and to book advertising please contact us on:**

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