Media 2020

Information

Print and online display advertising opportunities

Helping you reach a diverse range of midwives, students and allied health care professionals worldwide

midirs
Introducing MIDIRS
Midwives Information & Resource Service

We are a not for profit organisation with over 30 years’ experience of producing unique, high-quality, evidence-based information resources that support the practice, studies and research requirements of midwives and students.

Our Mission:
To be the leading international information resource relating to childbirth and infancy, disseminating this information as widely as possible to assist in the improvement of maternity care.
Our products

MIDIRS Midwifery Digest
E-Newsletter
www.midirs.org

Why advertise with MIDIRS?

Be associated with a highly respected not for profit information provider, known and trusted by experts in the field for over 30 years.

Help influence the purchasing decisions of key midwifery educators, opinion leaders, supervisors, Heads of Midwifery and specialist midwives through the leading midwifery journal, MIDIRS Midwifery Digest. Over 60% of subscribers are practising midwives or allied health care professionals.

Reach over 8,000 midwives and students across the UK and overseas who access MIDIRS e-newsletter to keep up to date with current research, events and midwifery matters.

Raise awareness of your brand message to over 115 worldwide hospitals and university libraries that choose MIDIRS Midwifery Digest in print format to help support staff and students in their practice and studies.


Exposure of your advertising message through publication sampling at key midwifery events including the Royal College of Midwives Annual Conference and Exhibition and the regional Maternity & Midwifery Festivals held throughout the year.

Sources
Subscribers and circulation data, August 2019
About our readers

60% are qualified maternity health care professionals

32% are studying or aspiring to be a midwife

8% of individual readers are based overseas

Over 170 worldwide health organisations provide access to MIDIRS Midwifery Digest for their students and staff.*

Typical job titles

Student midwife | Hospital and community midwife | Midwifery lecturer
Practice development midwife | Research midwife | Antenatal teacher
Breastfeeding counsellor | Caseload midwife | Consultant midwife
Head of Midwifery/Supervisor of midwives | Maternity support worker

“MIDIRS is one of the most important publications for midwives and therefore a great place to advertise our courses. The quality of its online and hard copy publications ensures that our adverts are highly visible to midwives searching for educational opportunities, and bring good returns”

Denise Tiran, Education Director, Expectancy, March 2019

* Print and online format
“MIDIRS encapsulates everything that is good about midwifery presenting current academic research in a concise easily accessible format. As a result it succeeds in inspiring those working at the heart of maternity care to provide a positive birth experience for the women and babies in their care, not just in the UK but worldwide too”

Caroline Flint, Midwife, December 2017
Targeted advertising to over 8,000 registered users

- 12 times per year
- Our average unique open rate is 38.14% each month (industry standard for not for profit is 19.69%)
- Our average click to open rate is 18.32% each month (industry standard for not for profit is 6.08%)
- A choice of banner and MPU advertisements.

Visited by an average 9,576 users per month, www.midirs.org provides a sound platform on which to showcase your products or services.

- Average page views per month 22,391

Average main section page views per month:
- Home page 1,783
- MIDIRS Midwifery Digest 653
- MIDIRS Reference Database 441

Sources
E-newsletter circulation, Dotmailer, July 2019.
**Rates and specifications**

### MIDIRS Midwifery Digest

<table>
<thead>
<tr>
<th>Full page</th>
<th>Half page</th>
<th>Quarter page</th>
</tr>
</thead>
<tbody>
<tr>
<td>210mm (w)</td>
<td>170mm (w)</td>
<td>80mm (w)</td>
</tr>
<tr>
<td>297mm (h)</td>
<td>125mm (h)</td>
<td>125mm (h)</td>
</tr>
<tr>
<td>£1625</td>
<td>£1075</td>
<td>£690</td>
</tr>
</tbody>
</table>

3mm bleed all around

Inserts: prices available on request.

Artwork must be supplied as a PDF or as a hi-res JPEG file. Documents should be actual size, four colour process CMYK, 300dpi resolution with all fonts and images embedded.

### Online

**Horizontal banner**

468px (w) x 60px (h)

**MPU**

320px (w) x 267px (h)

**E-newsletter (MPU or horizontal banner for 1 issue): £475**

**Website advertising (MPU or horizontal banner for 4 weeks): £475**

**E-newsletter and website (MPU or horizontal banner for 4 weeks): £800**

Artwork to be supplied at no larger than 72dpi with the relevant URL. Files can be supplied as a static Gif/JPEG/PNG, animated Gif or Flash. Animation to have a maximum length of 30 secs at 100kb with URL link embedded.

Agency commission discounts apply. Rates exclude VAT.
Example packages

Package A
PRINT
2 ads in MIDIRS Midwifery Digest
Receive a third ad free

Package B
ONLINE
1 banner or MPU ad in MIDIRS e-newsletter for 2 issues
1 ad on www.midirs.org for 4 weeks
Receive a free ad in MIDIRS e-newsletter

Package C
PRINT & ONLINE
1 ad in MIDIRS Midwifery Digest
1 banner or MPU ad on www.midirs.org
1 ad in MIDIRS e-newsletter
Receive a free ad in MIDIRS Midwifery Digest
### MIDIRS Midwifery Digest

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking deadline</th>
<th>Artwork deadline</th>
<th>Publication deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2020</td>
<td>Fri 20 December</td>
<td>Wed 8 January</td>
<td>Wed 4 March</td>
</tr>
<tr>
<td>June 2020</td>
<td>Thu 26 March</td>
<td>Thu 2 April</td>
<td>Fri 29 May</td>
</tr>
<tr>
<td>September 2020</td>
<td>Wed 1 July</td>
<td>Wed 8 July</td>
<td>Thur 3 September</td>
</tr>
<tr>
<td>December 2020</td>
<td>Thu 1 October</td>
<td>Thu 8 October</td>
<td>Wed 2 December</td>
</tr>
</tbody>
</table>

### MIDIRS e-newsletter

<table>
<thead>
<tr>
<th>Issue</th>
<th>Booking deadline</th>
<th>Artwork deadline</th>
<th>Publication deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2020</td>
<td>Mon 2 December</td>
<td>Tue 10 December</td>
<td>Fri 3 January</td>
</tr>
<tr>
<td>February 2020</td>
<td>Mon 6 January</td>
<td>Tue 28 January</td>
<td>Tue 4 February</td>
</tr>
<tr>
<td>March 2020</td>
<td>Mon 3 February</td>
<td>Tue 25 February</td>
<td>Tue 3 March</td>
</tr>
<tr>
<td>April 2020</td>
<td>Mon 2 March</td>
<td>Tue 24 March</td>
<td>Fri 3 April</td>
</tr>
<tr>
<td>May 2020</td>
<td>Wed 1 April</td>
<td>Tue 28 April</td>
<td>Tue 5 May</td>
</tr>
<tr>
<td>June 2020</td>
<td>Fri 1 May</td>
<td>Tue 26 May</td>
<td>Tue 2 June</td>
</tr>
<tr>
<td>July 2020</td>
<td>Mon 1 June</td>
<td>Tue 23 June</td>
<td>Fri 3 July</td>
</tr>
<tr>
<td>August 2020</td>
<td>Wed 1 July</td>
<td>Tue 28 July</td>
<td>Tue 4 August</td>
</tr>
<tr>
<td>September 2020</td>
<td>Mon 3 August</td>
<td>Tue 25 August</td>
<td>Fri 4 September</td>
</tr>
<tr>
<td>October 2020</td>
<td>Tue 1 September</td>
<td>Tue 22 September</td>
<td>Fri 2 October</td>
</tr>
<tr>
<td>November 2020</td>
<td>Thu 1 October</td>
<td>Tue 27 October</td>
<td>Tue 3 November</td>
</tr>
<tr>
<td>December 2020</td>
<td>Mon 2 November</td>
<td>Tue 24 November</td>
<td>Fri 4 December</td>
</tr>
</tbody>
</table>
MIDIRS Advertising Terms & Conditions

MIDIRS adheres to the International Code of Marketing of Breast-milk Substitutes and will not accept advertising, sponsorship or other support from organisations involved in the distribution of breast milk substitutes (including follow-on milks), weaning foods, bottles/teats (except when directly associated with products designed to aid breastfeeding).

1. MIDIRS will also not accept advertising, sponsorship or other support from organisations involved in the distribution of tobacco, alcohol or weaponry.

2. It is MIDIRS policy to refuse advertising which could be considered to be in bad taste, misleading, offensive, or which may adversely affect the organisation. All copy submitted is used at the discretion of the editors.

3. MIDIRS publications aim to be woman-centred in focus, so we do not accept adverts which use words (such as the inappropriate use of the word ‘patient’) which may be offensive to women, aspects of pregnancy, childbirth and afterwards, or to those caring for them, such as midwives and other health carers. In view of our diverse readership, we also investigate any claims made about technologies and benefits to health and will explore any research evidence stated in advertisements to ensure its veracity. We aim not to advertise products that have not been shown to be beneficial and/or where there is a conflict between the product and current evidence and/or national or international guidance.

4. The following restrictions apply specifically to MIDIRS Midwifery Digest:
   • no more than eight pages (total) of advertising to be sold in any one issue*
   • no more than three advertising inserts will be placed in any one issue.

5. MIDIRS will not accept any advertising which directly or indirectly includes reference to third party advertising. This applies to both printed and online advertising.

6. All advertising content/artwork is subject to approval by the editor.

* We will endeavour to accommodate each advertiser’s specific requirements (e.g. full, half, quarter page advertisements) as agreed at the time of the approved initial booking. This includes the reservation of advertising space (to the size requested) in the relevant issue(s) of MIDIRS Midwifery Digest and on MIDIRS website. If, for any reason, these requirements cannot be met, MIDIRS will consult with the advertiser at the earliest opportunity.
To explore which of MIDIRS advertising solutions is right for you:

Call Steven Godleman on 020 7880 6244
Email steven.godleman@redactive.co.uk