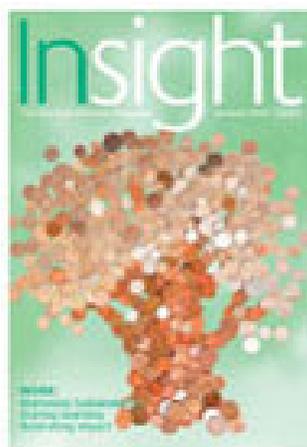


One East Midlands

Insight Magazine – Media Pack



One East Midlands

One East Midlands is a registered charity, working with the voluntary and community sector.

One East Midlands brings together organisations that support voluntary and community groups across the region to influence and shape policy, improve services and provide a single point of contact for all stakeholders at a regional and national level.

One East Midlands is accountable to its members, including voluntary and community sector organisations, frontline groups, and public and private sector agencies. Through its membership, the sector is able to influence One East Midlands' work and ensure that the organisation does what it sets out to do.

For more information visit www.oneeastmidlands.org.uk.

Insight Magazine

Insight is aimed at those who support the voluntary and community sector (VCS) in the East Midlands, though may also be of interest to anyone working in the VCS.

As individual issues also focus on a range of wide topics, including learning and skills, partnership working, funding, health etc, they are also aimed at those working within these additional sectors, for example, educational establishments, local authorities, funders and the NHS.

Insight exists to showcase what the VCS is achieving in the region, as well as providing practical information and advice to facilitate the growth and continuation of the sector, helping it to achieve its full potential.

Insight offers a unique platform for advertisers to communicate with the VCS in the East Midlands. 500 of each issue are printed and issues are published throughout the year, circulated to One East Midlands members and wider database contacts free of charge. They are also distributed at events, emailed in PDF format and available to download from www.oneeastmidlands.org.uk/publications.



Editorial

Insight's editorial content is designed to inform, facilitate and inspire its readers.

Regular **Insight** sections include:

- **Policy Update** – A page (450 words) on one of the latest policy issues affecting the VCS.
- **What You Need to Know** – A page (450 words) or double page spread (900 words) providing practical information on a key area of the VCS.
- **Perspectives on...** - Three case studies (300 words each) providing different perspectives on the main theme of the issue.
- **General articles** – Various page (450 words) or double page spreads (900 words) relating to the main theme of the issue, including research and case studies.
- **Spotlight on a Member** – A page (450 words) interview with a member of One East Midlands.
- **Spotlight on a Trustee** – A page (450 words) interview with a trustee of One East Midlands.
- **Report Back** – A double page spread (900 words) feeding back on an issue raised in the previous issue.

The language is plain English, without jargon, and the design open and clear, making the magazine easy to read and its content digestible. Each issue combines a theme with regular features, offering something of interest to its wide range of readers.

Contributions are welcome, so if you have any ideas for articles please let us know. Acceptance will be subject to approval by the editorial team. Editorial cannot be paid for and will not be included as part of an advertising package. Stories will be run for their relevance to **Insight**'s readers.

Back copies of **Insight** are available to download from www.oneeastmidlands.org.uk/publications.



Your Content

One East Midlands welcomes ideas for content and contributions from our members and the wider VCS. Here are some guidelines to help you identify and supply material that fits in with our editorial policy.

- **Make your contribution of broad interest and relevance to readers** – Insight’s editorial content is designed to inform, facilitate and inspire. Bear this in mind when considering whether or not you have a suitable contribution to offer. We are looking for real stories, with lessons that you are happy for others to benefit from as well.
- **Offer a good return on investment** – Our aim is to make **Insight** magazine useful for members. Consider whether your idea will give a return to members on the valuable investment of time you want them to make in reading it.
- **Speak plainly** – Our style is to use plain English, without jargon. If you are writing an editorial contribution for us, make every word count. Don’t waste words on information that isn’t really relevant to the main thrust of the story you are telling.
- **Format** – Please submit your contribution by email to information@one-em.org.uk as a **Word document in Verdana, 12pt, single line spacing**.
- **Pictures** – if you have a good picture to send us, please make sure it is of high quality, at least **300 dpi**.
- **Getting the balance right** – Every issue of **Insight** magazine focuses on a different topic alongside regular features to ensure that there is something to interest our wide variety of readers. It may be that we have to defer using editorial, not because it isn’t interesting but because it isn’t relevant to that particular issue or something similar has already been included. To find out the theme of the next issue email information@one-em.org.uk.
- **Don’t worry if writing is not your forte** – If you have a good idea, please contact us. If we like it, you don’t necessarily have to write it up into an editorial contribution yourself. We can interview you over the phone or take notes and create the contribution ourselves.
- **Proofing** – a proof of your article for will be forwarded to you for final approval before the **Insight** issue goes to print.



Advertising

Insight is the only magazine dedicated those who support the VCS in the East Midlands, making it the perfect vehicle to reach this sector.

Insight is A4 size, printed in full colour. Links from advertisements to advertisers' websites can be accommodated in the PDF version of the magazine. For an additional £30 per hour, artwork for display advertisements can be provided.

Display Rates	Size (h x w)	Member	Non-Member
Back cover	287 x 200mm	£450	£750
Inside front cover	287 x 200mm	£375	£600
Inside back cover	287 x 200mm	£375	£600
Inside page	287 x 200mm	£350	£600
Inside half page	141 x 200mm	£250	£475
Inside quarter page	141 x 97.5mm	£150	£250
Banner strip (horizontal)	64 x 200mm	£150	£250

Loose inserts, up to 10g, are £20 per 100 copies. Prices for other inserts (subject to size and weight) are available on request.

Artwork for display advertising should be four colour process. There is no spot facility. We prefer artwork submitted as PDF or JPEG files at 300dpi.

To find out the advertising and copy deadline for the next issue of Insight email information@one-em.org.uk.

Contacts

Editorial / Advertising Team

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