

DRINK AND DRUGS NEWS

www.drinkanddrugsnews.com • monthly

DDN



MEDIA INFORMATION 2019

TARGETED ADVERTISING THAT WON'T BREAK THE BANK!

EDITOR'S LETTER

'It's the place to find all the latest news, comment, information, resources and jobs'



DRINK AND DRUGS NEWS (DDN) is the monthly magazine for everyone working with substance use issues. Since 2004 it has become established as the authoritative voice of the sector, the place for in-depth news and features and the forum for debate.

Published independently by CJ Wellings, *DDN* is distributed through a 10,000 printed circulation and has a readership of more than 25,000. The website, www.drinkanddrugsnews.com, receives more than 16,000 visitors a month and the *DDN Bitesize* weekly email alerts go to 5,000 subscribers. It's the place to find all the latest news, comment, information, resources and jobs. With its thriving comment and letters pages, the magazine is the must-read forum, linking to the *DDN* Facebook page and over 9,000 Twitter followers.

The *DDN* community links people working with drug and alcohol problems with the wider health

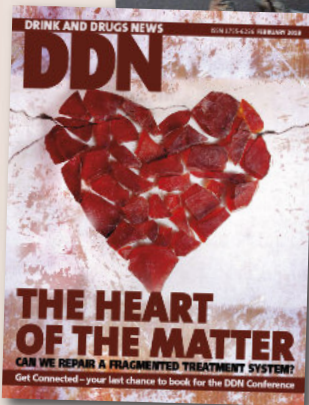
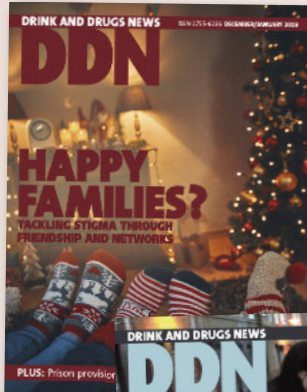
and social care field. Through fair and balanced journalism the magazine has become valued as the regular read for a discerning and interactive community that includes treatment agencies, commissioners, medical professionals including GPs and nurses, those working in the criminal justice service, housing professionals, social workers, politicians and policy-makers, service users, advocates and people working in education, prevention and all areas of public health.

Advertising to *DDN*'s targeted readership represents excellent value for money. With our design team offering a first-class layout service at no extra charge, we make the advertising process as seamless as possible, and the testimonials speak for themselves in showing that *DDN* always reaches a captive audience and gives a direct route to the right candidates.

Claire Brown, editor
e: claire@cjwellings.com
t: 0845 299 3429 / 07711 950 299
w: drinkanddrugsnews.com

To find out more about DDN or enquire about advertising please contact:
Ian Ralph, sales manager
e: ian@cjwellings.com
t: 0845 299 3429 / 07711 950 300

IN EVERY ISSUE



LATEST NEWS

All the latest news for those working in and around the substance misuse field. Our up-to-date round-up of what's happening.

JOBS

New jobs relating to all areas and all levels of substance misuse employment. Advertise with us for blanket coverage of the field at much lower rates.

FEATURES

Articles on the topics that matter. Profiles, interviews and features to inform, stimulate and educate. Strong representation of both service providers and service users.

RESEARCH

Regular research and new thinking; theory and summarised findings for the busy professional.

REAL LIFE

What's it like on the frontline? Observations and experiences from doctors, professionals, service users and families.

NEW PERSPECTIVES

Latest practice and initiatives, alternative therapies; what works and what doesn't.

LETTERS AND OPINION

Comment and debate on the issues of the month.

CONFERENCE COVERAGE

Reports from the latest key events nationwide.

INFORMATION

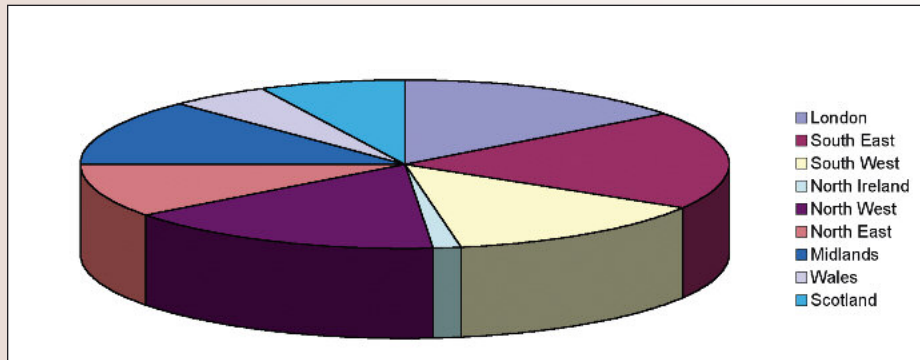
DRINK AND DRUGS NEWS helps you communicate with everyone working with drugs and alcohol.

With a circulation of 10,000, and 25,000 readers of the print issues, 16,000 unique visitors a month to our website, and 5,000 email subscribers to both our weekly email list and our partner's morning DS Daily alert – as well as an active social media presence with more than 8,000 Twitter followers – the magazine provides coverage to everyone involved in specialist treatment services as well as the wider health and social care field.

**If you need to recruit for staff or promote a service or event,
DDN will help you reach the people you need to speak to.**

- LOCAL AUTHORITIES
- COMMISSIONERS
- HEALTH AND WELLBEING BOARDS
- SERVICE USER GROUPS
- TREATMENT AGENCIES
- NEEDLE EXCHANGES
- PROBATION SERVICES
- GPS
- NURSES
- SOCIAL SERVICES
- PUBLIC HEALTH PROFESSIONALS
- SOCIAL HOUSING
- PRIMARY CARE TRUSTS
- MENTAL HEALTH TRUSTS
- NHS TRUSTS
- PRISONS
- POLICE
- EDUCATION AND HEALTH PROMOTION

DDN GEOGRAPHIC BREAKDOWN



ADVERTISING IN DDN MAGAZINE

All print adverts are also promoted online, via email and through social media.

For more details on advertising, including information on monthly and yearly advertising packages, please contact:

Ian Ralph, sales manager
 e: ian@cjwellings.com
 t: 0845 299 3429
 m: 07711 950 300
 w: drinkanddrugsnews.com



ADVERTISING RATES

RECRUITMENT AND TENDERS

£39 a single column centimetre
 £1,250 a 1/4 page
 £2,300 a 1/2 page
 £3,900 a full page

DISPLAY ADVERTISING:

£900 a 1/4 page
 £1,250 a 1/2 page
 £1,980 a full page

Online only advertising £495

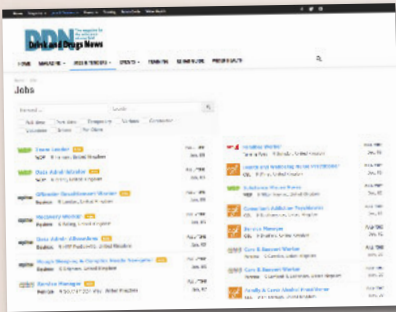
MECHANICAL DATA

Eighth page	63 x 104mm
Quarter page:	130 x 104mm
Half page horizontal:	130 x 214mm
Half page vertical:	265 x 104mm
Full page trim:	300 x 230mm
Full page + 3mm bleed:	306 x 236mm
Single column width:	38mm
Double column width:	82mm
Triple column width:	126mm
Four column width:	170mm
Five column width:	214mm
Depth of page:	265mm

ADVERTISING ONLINE

For advertising details, including information on current offers, promotions and packages please contact:

Ian Ralph, sales manager
e: ian@cjewellings.com
t: 0845 299 3429
m: 07711 950 300
w: drinkanddrugsnews.com



ONLINE RATES

Home page top banner	£495 per month
Sidebar MPU	£295 per month

RECRUITMENT/TENDERS

All adverts in the magazine receive online listing inclusively.

However to advertise online only:

Recruitment/tender	£495 per post
With logo	£545 per post

DDN BITESIZE

Advertise in our weekly, 5,000 subscriber strong e-alert from less than £100. Please contact the sales team for more information.

MECHANICAL INFORMATION

Top banner advert	468 x 60px
Home page centre banner	600px x 125px
Sidebar MPU	350px x 250px

File formats accepted:

Images – *.bmp, .gif, .jpg, .png, .pict, .ppm, .tif*
Video and audio – *.avi, .midi, .mp3, .mpg, .swf, .wma, .wmv*

PROMOTIONAL FEATURES

Contact the sales team to discuss how promotional features and campaigns can best work for you.

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The best way to promote a complex product or service is by speaking to your audience in a way that engages with them, and clearly demonstrates the benefits of working with your organisation.

A promotional feature in DDN gives you the opportunity to work with the editorial team on an article for the publication that appears in the magazine, online and is promoted via email and social media.

A promotional feature followed up by some display advertising is a proven way to generate good quality response.

EXCO PROMOTIONAL FEATURE
E-newsletter for Healthcare for Special Use Disorder Services • Manchester, 22 June 2018

COMMISSIONERS CALL FOR JOINED-UP APPROACH TO OPIOID USE DISORDER DECISION-MAKING

Expert faculty on Commissioning confirms speakers for EXCO, the first joint congress on excellence in commissioning for opioid use disorder

INSIGHTS

REVIEW DATA ANALYSIS REPORT

PLenary Session

WORKSHOP ROOMS

Dear Albert

PROMOTIONAL FEATURE

RECOVERY IN ACTION

WORKING OUT WHAT'S BEST FOR YOU

Dear Albert

YOU LIKEASAP

Dear Albert

DDN EVENTS

Please contact us to find out more about attending a DDN conference, or working with DDN to organise your next event.

Ian Ralph, sales manager
e: ian@cjwellings.com
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Attracting more than 500 delegates, the DDN National Service User Involvement Conference is the largest one-day event in the UK drug and alcohol field. The event is organised and run by the DDN team. This year's conference is in Birmingham on 21 Feb.

In addition to running the DDN conference we have experience of partnering with national organisations and charities to run events ranging from 20-person workshops to high-profile national conferences.



DATES AND DEADLINES

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COPY DATES FOR 2019

Editorial copy deadlines are on the 15th of each month before the publication date.

Monday 4 February

Advert copy: Friday 1 Feb (4pm)

Monday 11 March

Advert copy: Friday 8 March (4pm)

Monday 8 April

Advert copy: Friday 5 April (4pm)

Monday 6 May

Advert copy: Friday 3 May (4pm)

Monday 3 June

Advert copy: Friday 31 May (4pm)

Monday 8 July (July/August issue)

Advert copy: Friday 5 July (4pm)

Monday 9 September

Advert copy: Friday 6 September (4pm)

Monday 7 October

September Advert copy: Friday 4 October (4pm)

Monday 4 November

Advert copy: Friday 1 November (4pm)

Monday 2 December

Advert copy: Friday 29 November (4pm)