

**Winter Edition  
2009/2010  
Media Information**



# This Year's 'Seasonal Special' Edition

November 2009 sees the release of CanDo Magazine's popular 'seasonal special' winter edition.

With our regular blend of news, facts and articles accompanied by a bumper helping of competitions, cartoons and a crop of Christmas-related articles, this is the most sought-after edition in our year.

This year the seasonal special will feature a 'Christmas Planning Guide' with recipes, suggestions, hints and tips to help people with disabilities survive - and maybe even enjoy - the forthcoming festive period.

We'll be looking at some popular items from 'Yesteryear'; this has been a regular feature in previous festive issues and is very popular.

We will also be hearing how some of our readers will be spending the holiday period.

There will be previews of goods and services and the welcome return of 'The Sunshine Trail', our popular feature reviewing disabled-access holidays at home and abroad.

Top this off with mind-benders, jokes, puzzles and prize competitions and you can see why our seasonal issue is so popular.

Our electronic version will continue to run alongside the paper copy and will be still be available for download from our website each quarter. This is an exact replica of the printed magazine and allows us to reach many people that are responsible for buying products or services.

Please note that CanDo Magazine is a not-for-profit organisation. We get no grants or public funding, our income - which allows us to continue our work - comes solely from advertising sales revenue and sponsorship.

At a fraction of the cost of placing adverts in similar publications, advertising in CanDo is extremely affordable and targets the people who want, and have the funds, to buy your products and services.

Nick Smalley FMA  
Editor

# About Our Magazine

## • SIZE AND FORMAT

CanDo Magazine is an A5 (148mm wide x 210mm tall) publication, with a minimum of 36 pages of news, features and facts - plus, of course, selected advertising space - in each glossy issue.

## • CanDo ONLINE

Following the success of our 'e-zine' in recent months, we will continue to release the magazine as an electronic copy which will have the same content as the printed magazine. This will be downloadable from our website [www.candomagazine.com](http://www.candomagazine.com)

## • COVERAGE

Our coverage is across the whole of Scotland and many other parts of the UK. This works hand-in-hand with our electronic edition to maintain global coverage, meaning that anyone, wherever they are in the world, will have access to every issue of CanDo Magazine.

## • READERSHIP

We anticipate that the 'per-issue readership' of the printed magazine and the electronic version will be in excess of 40,000 readers for the forthcoming issue.

## • CONTENT

The content of CanDo Magazine will continue to provide a positive angle on achievements by disabled people and will focus on various items of interest to people affected by disability. Whilst the magazine is accessible globally, the editorial will primarily cover news and features of interest to readers in Scotland.

## • ADVERTISING

A range of paid-for advertising is available within each edition. This is very attractively priced and will appear in both the printed and online readership. For more information see our advertising rates on the next page.

## • HOW TO GET COPIES OF CanDo MAGAZINE

CanDo will be widely available from libraries, hospitals, medical centres and various charities, drop in groups etc. A full list will appear on our website at [www.candomagazine.com](http://www.candomagazine.com).

## ADVERTISING INFORMATION AND RATES 2009-2010

| Position (Size)                          | Cost per issue | Cost for 4 issues<br>(one year) |
|--|----------------|---------------------------------|
| <b>Run of publication</b>                |                |                                 |
| Full Page (148 x 210 mm)                 | £150           | £500                            |
| Half Page (148 x 100 mm)                 | £95            | £325                            |
| Quarter Page (70 x 100 mm)               | £50            | £175                            |
| <b>Special Positions</b>                 |                |                                 |
| Outer Back Cover (148 x 210 mm)          | £300           | £1,000                          |
| Inner Front Cover (148 x 210 mm)         | £250           | £900                            |
| Inner Back Cover (148 x 210 mm)          | £250           | £900                            |
| Page 3 (148 x 210 mm)                    | £200           | £700                            |
| 2/3rds Contents Page (p5) (100 x 210 mm) | £200           | £700                            |
| Double Page Spread (296 x 210 mm)        | £300           | £1,000                          |

Note: Until further notice, advertisers taking a half-page or larger advertisement in CanDo Magazine will be entitled to receive an editorial article of equivalent size at no extra cost upon request.

## PUBLISHING SCHEDULE

| Issue                           | Scheduled release date | Copy deadline   |
|---------------------------------|------------------------|-----------------|
| 27 (Winter 2009 - Xmas Special) | 15 November 2009       | 30 October 2009 |
| 28 (Spring 2010)                | 15 February 2010       | 29 January 2010 |
| 29 (Summer 2010)                | 15 May 2010            | 30 April 2010   |
| 30 (Autumn 2010)                | 15 August 2010         | 31 July 2010    |
| 31 (Winter 2010 - Xmas Special) | 15 November 2010       | 30 October 2010 |
| 32 (Spring 2011)                | 15 February 2011       | 29 January 2011 |

**If you are considering placing advertising and wish to know more, please contact us on **01294 550791** or email [candomagazine@btinternet.com](mailto:candomagazine@btinternet.com)**

**If you are part of a charity or similar organisation who would like to receive FREE copies of CanDo Magazine to pass on to your members or clients, you may request these by writing to us at **CanDo Magazine, 3 Five Roads, Kilwinning, KA13 7JX**, emailing us at [candomagazine@btinternet.com](mailto:candomagazine@btinternet.com) or by visiting our website at [www.candomagazine.com](http://www.candomagazine.com)**