

About NCMA

NCMA (The National Childminding Association) is a charity and professional association who believe every child should reach their full potential and since 1977 have worked with registered childminders, nannies as well as other individuals and organisations, such as local and national government.



Registered Childminders A Unique Market...

- Childminders are required by law to provide the children in their care with suitable toys and books, play equipment, safety equipment, outings and nutritious meals and snacks.
- With up to three under-5s, three 5- to 8-year-olds, and perhaps a couple of older children in their care at any one time, childminders are buying products for far more children than most parents, and need to replace them more frequently.
- Childminders typically have six children on their books at any one time – and are able to recommend products and services to all their parents. Some NCMA members, for example those who work with assistants or have lots of children on part-time placements, care for children from more than 20 families each week!
- With 55 per cent having been in the job for more than five years, and 33 per cent for more than 10 years, childminders are buying babies' and children's products for far longer than most parents.
- Research shows that registered childminders rarely read commercial parenting titles as these are of limited interest to experienced childcare professionals.
- All childminders can offset the money they spend on food, playthings, outings, safety equipment and even gifts for the children in their care against tax as business expenses.
- Some new childminders in England and Wales get a grant to help with the costs of setting up their business, including providing toys, books and safety equipment.
- Some childminders receive Government funding to offer early years education to pre-school children. Others are paid by social services to care for disabled children or children with special educational or social needs.
- There are around 1000 childminding groups in England and Wales, all of which need toys, books, play equipment, safety equipment, craft materials, training materials, entertainment and refreshments. Many NCMA members have some responsibility for buying toys and equipment for a group or network toy library, equipment loan scheme or activity sessions.
- Many childminding groups have successfully applied for National Lottery funding to buy toys, books, musical instruments, safety equipment or outdoor play equipment. Other childminders and groups have received grants from sources such as the New Opportunities Fund, Community Fund, Business Link and their local authority.



About the magazine

- TRMG, a bespoke publisher, are responsible for publishing The National Childminding Association's membership magazine, *Who Minds?*
- The magazine reaches over two-thirds of the registered childminders in England and Wales, with a circulation of approximately 40,000.
- All members receive the magazine direct to their door, six issues per year.
- The magazine is A4 in size and full colour throughout.
- Each issue is packed full of news and information, child development features, activity ideas as well as details of new initiatives and services from NCMA.
- We also encourage readers to submit their news, opinions and views.
- *Who Minds?* is a vital tool for all NCMA members and offers an important and unique readership to companies looking to promote products and services relevant to this market.

Please contact Stephen Chambers to discuss further your advertising needs, whether it be page advertising or sponsorship opportunities, we can tailor make a package to suit your individual needs.

Advertising Rates and information 2011

Display Advertising

Full Page	£2750
Half Page	£1470
Quarter Page	£800
Inside Front Cover & Outside Back Cover	£3950
Inside Back Cover	£3650



Special Items

Guaranteed position plus 15%

Sponsorship Opportunities

Details on request

Inserts
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Logo Placement
Details on request



Display Advert Sizes

Full page:	297mm x 210mm plus 3mm bleed
Half page portrait:	270mm x 90mm
Half page landscape:	130mm x 186mm
Quarter page portrait:	130mm x 90mm
Quarter page landscape:	60mm x 186mm

Classified Advertising

30mm x 1 Column (42mm)	£75
30mm x 2 Column (90mm)	£150
60mm x 2 Columns (90mm)	£300
60mm x 4 Columns (186mm)	£600
130mm x 2 Columns (90mm)	£650

Net matters

Your logo, 30 words of text and contact info £100



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Advertising Schedule 2011

Issue	Deadline
April	3 rd March
June	5 th May
August	7 th July
October	8 th Sept
Dec	10 th Nov