

ONEinFOUR

An innovative mental health awareness and anti-stigma project

Media Information

One in Four is a glossy, full colour lifestyle magazine for people with mental health difficulties, their friends and family and the community at large.

- it carries articles, news and information
- it explains services and treatments
- it discusses lifestyle, health and wellbeing
- it inspires by showing positive images of people with mental health issues.

One in Four fights stigma and exclusion by challenging negative views of people with mental health difficulty, dispelling myths and increasing understanding.

There is currently no other independent, professionally produced magazine in the UK written for people with mental health difficulties, is written by them and is free.

The circulation is 20,000 throughout England.



One in Four is produced and published by Social Spider CIC, a not-for-profit social enterprise.

www.oneinfourmag.org

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Content

Issue 1 articles:

- **Work and mental health** How to manage your working life, with advice from a former Norwegian Prime Minister and others who succeeded.
- **Talking therapies** What are talking cures? What different kinds are there? What can you expect from the experience?
- **The difference between being unhappy and being unwell?** How to distinguish between them. What is mental illness and what isn't.
- **Family and mental health** Mental health difficulty is something that is experienced by whole families, not just the individual.
- **Books and mental health difficulty** What people with mental health difficulty get out of reading and writing books.

Issue 2 articles:

- **Debt.** Sorting out your finances and overcoming your own credit crunch.
- **Parenting.** How to balance mental health challenges with being a parent – what are the handy tips.
- **Education.** How to get the qualifications you want without the stress.
- **Smoking.** Why do tobacco use and mental health difficulties so often go together? What are the benefits of giving up?

Issue 3 will have articles on:

- **Winter blues.** How to keep on top of things when the nights and the cold close in.
- **Diet.** What you eat can affect your mental state – some advice for sensible eating.
- **Men.** Mental health and issues for blokes – not as tough as they sometimes think they are.
- **Your relationship with your GP.** A doctor is the gateway to mental health services – a relationship that must be got right.

Readership

One in Four is read primarily by people who use or have used mental health services, people who have mental health difficulty but who have not received treatment, friends, family and carers of people with mental health difficulty and people who work in the mental health sector.

Because of its high production values and its aspirational lifestyle tone and appearance, people with no experience of or prior interest in mental health issues also pick up and read the magazine.

Distribution

20,000 copies are distributed throughout England.

Through strategic partnerships and bulk subscription sales, *One in Four* is distributed free to its core readership via primary care trusts, GP surgeries, public libraries, local authority health facilities, counselling services in universities and further education colleges, mental health charities and Mind charity shops.

Supplements

One in Four supplements draw public attention to and promote events, issues, projects or organisations in the mental health field. They are 4-page, full colour, glossy, A4 and are published stitched-in at the centre of the magazine.

You can commission the *One in Four* editorial team to produce a supplement to raise awareness of your activities. If you want it can be produced in conjunction with people with mental health difficulty. We can provide participatory workshops where people will learn or develop skills including journalism, illustration and design.

Alternatively you can supply print-ready content. We can arrange run-on printing so that your supplement can be used separately as stand-alone promotional material. Anything published in *One in Four* must be approved by its editor.

The cost of a supplement service ranges from £1,500 to £3,500 - depending on the degree of facilitation and production involved.

Inserts

If you have advertising or promotional material in A4 or smaller sizes, these can be inserted into the magazine for £30 per 1,000. *One in Four* can arrange printing of the inserts, including run-on copies to meet your other needs.

Advertising

To advertise in *One in Four* please contact Susan Philo on 01367 820367 or 07966 234772 or email susan@socialspider.com

PLEASE NOTE: All advertising copy requires approval to ensure it complies with the editorial principles of *One in Four*. These principles are available on request or can be viewed at www.oneinfourmag.org

Publication dates and the deadlines for receiving advertising copy:

	Publication Day	Advertising Deadline
Issue 3	8 th December 2008	14 th November 2008
Issue 4	9 th March 2009	13 th February 2009
Issue 4	8 th June 2009	15 th May 2009
Issue 5	7 th September 2009	14 th August 2009

Advertising rates (not incl. VAT)

Inside Front/Back Cover	£650
Inside Back Cover	£500
Double Page Spread	£600
Full Page	£375
Half Page	£200
Quarter Page	£125

Promotional supplements and inserts are also available. See following page.

Technical Spec.

Colour Mode: Grayscale or CMYK

Resolution: 300dpi minimum, increase to 400dpi if you have a lot of line art.

File format: TIFF, JPEG, EPS or PDF (please ensure that all fonts are embedded).

Page size: A4 (Trim 297 X 210mm. Bleed 303 X 216mm)

Please send all final advertising copy to: stephen@socialspider.com