

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 wider public.

It is available from Mind charity shops in high streets throughout England and it is sold in bulk to organisations which make it available free to their members, service users or visitors.

One in Four:

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



The circulation of **One in Four** is 15,000 throughout England.

Readership is circa 45,000

One in Four is distributed free to its core readership via primary care trusts, mental health service settings, public libraries, local authority health facilities, counselling services in universities and FE colleges, mental health charities and Mind charity shops.

“Whether you have a mental health condition, are involved with or employ someone who does or you simply want to find out more about the rich tapestry of human existence, One in Four is a good starting place.”
Liz Miller, GP, Mind Champion of the Year

One in Four looks at issues that interest everyone but does so from the point of view of people who experience mental health difficulties. Each issue tackles lifestyle topics that interest everyone like health, money, work and relationships, each with a unique mental health slant.

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

*"There is a genuine gap in the field for a journal that is focused on Mental health user issues." -
Dr. Jerome Carson, consultant clinical psychologist.*

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

Issue 9 of **One in Four** (June 2010) is our 2nd birthday issue and will have articles on: going on holiday, things you need to know about work, coping with loneliness and mental health and substance use.

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

www.oneinfourmag.org

What readers say:

"I am very impressed by the quality."

"There's never been a mental health publication like this."

"It's much better than anything else I've seen."

"A breath of fresh air."

"An excellent and informative magazine."

For all advertising enquiries please contact Stephen Gardiner on

020 8521 7956 or 07831 299169 or email stephen@socialspider.com

Forthcoming publication dates and copy deadlines

	Publication Day	Advertising Deadline
Issue 9	14 th June 2010	28 th May 2010
Issue 10	6 th September 2010	20 th August 2010
Issue 11	6 th December 2010	19 th November 2010
Issue 12	7 th March 2011	18 th February 2011

Advertising rates (not incl. VAT)

Inside Front/Back Cover	£845
Inside Back Cover	£650
Full Page	£490
Half Page	£260
Quarter Page	£165

Inserts

Your advertising or promotional material can be inserted into the magazine for £75 per 1,000. We can handle printing of your inserts, including run-on copies to meet your other needs.

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 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. 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.

Supplement costs depend on the level of production required. Contact Stephen Gardiner

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. With bleed: 303 X 216mm)

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