

# The Journal of DementiaCare

For all who work with people with dementia

## Media Information

The **Journal of Dementia Care (JDC)** is the only specialist multi-disciplinary journal aimed at all professionals working with people with dementia. Its unique position and the high regard in which it is held mean that it is required reading for these professionals. It is part of a media package which includes the website [www.journalofdementiacare.co.uk](http://www.journalofdementiacare.co.uk), social media and events including the UK's largest annual dementia conference, UK Dementia Congress and the National Dementia Care Awards

## Editorial Excellence

The online **Journal of Dementia Care** is committed to providing high quality, in-depth coverage of the issues affecting professionals who are managing the delivery of appropriate care to people living with dementia. Particular emphasis is placed on practical areas including product information.

The editorial team of **Mark Ivory**, **Sue Benson** and **Dr Richard Hawkins** is highly experienced and knowledgeable in this field. They are supported by consultant editors:

**Professor Jill Manthorpe**, Professor of Social Work, King's College London and

**Dr Hazel Heath**, independent nurse consultant: older people.

They are further advised by **the Dementia Publishing Advisory Board** whose members are:

**Caroline Baker**, Restful Homes Group; **Paola Barbarino**, Alzheimer's Disease International; **Kate Lee**, Alzheimer's Society; **Professor Dawn Brooker**, University of Worcester; **Dr Nori Graham**, Alzheimer's Society and Alzheimer's Disease International; **Tessa Gutteridge**, Young Onset Dementia, Dementia UK; **Jo James**, Imperial College Healthcare NHS Trust; **Karen Harrison-Dening**, Dementia UK; **The Dementia Engagement and Empowerment Project -people living with dementia (with Rachael Litherland)**; **Sahdia Parveen**, University of Bradford; **Maria Pasiecznik Parsons**, Creative Dementia Arts Network; **Lynne Phair**, independent consultant nurse & expert witness; **Jackie Pool**, Dementia Pal Ltd; **Professor Graham Stokes**, HC-One; **Professor Claire Surr**, Leeds Beckett University; **Jude Sweeting**, Dementia Pathfinders; **Dr Amanda Thompsell**, South London and the Maudsley NHS Foundation Trust; **Rachel Thompson**, Dementia UK; **The 3 Nations Dementia Working Group – Alzheimer's Society (with Adele Leighton)**; **Toby Williamson**, independent consultant; **Lucy Whitman**, former carer, writer, editor and trainer; **Hilary Woodhead**, NAPA.

## Targeted Readership

The **Journal of Dementia Care** is precisely targeted at decision makers and buyers of products and services in the care of people with dementia. As this specialty is growing fast, the journal will be particularly influential in the buyers' choice of products and services. Readers include:

- Managers and proprietors of specialist care homes
- Dementia services managers in adult social care
- Community mental health nurses
- Managers of specialist day care facilities
- Occupational therapists
- Managers of domiciliary care services
- Managers and leaders in hospitals
- Clinical psychologists
- Consultant geriatricians
- Consultant psychogeriatricians
- Social workers specialising in dementia care
- Inspectors of care homes
- Dementia professionals within primary care trusts



For more information please contact **Melanie Blake**

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Dementia Publishing, 57 Brodrick Road, London SW17 7DX

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## Website and Social Media

The website [www.journalofdementiacare.co.uk](http://www.journalofdementiacare.co.uk) and social media offer one-off and multiple promotional opportunities. Please contact us to discuss your particular requirements.

## Events/Conferences

The Journal of Dementia Care organises the very successful UK Dementia Congress, now in its 17th year, as well as the National Dementia Care Awards.

Speakers and attendees represent a wide range of expertise from the best organisations involved in dementia care, and include professors, researchers, trainers, senior managers, front-line care staff and proprietors of specialist care homes and domiciliary care agencies.

These events offer an exciting range of exhibition and sponsorship opportunities.

## Sponsorship & Exhibition Opportunities

### UK Dementia Congress 2022

The cost to exhibit at the 17th UK Dementia Congress planned for November 2022 is £1,500 + VAT. This includes a 3m x 2m stand with table, two chairs and places for two stand personnel.

Various sponsorship opportunities are also available. Please contact us to discuss your requirements.

### The National Dementia Care Awards 2022

The prestigious National Dementia Care Awards, now in their 12th year, are planned for 29<sup>th</sup> September 2022. Sponsorship opportunities are now available.



For more information please contact Melanie Blake

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## Advertisement rates

Size	Price
Full page	£600
Half page	£350
Quarter page	£185
Eighth page	£100
Website banner	£100 (per month)

### Also Available

Cover positions,  
Promotional editorial and  
Product promotions

Contact Melanie Blake

on [melanie@dementiapublishing.community](mailto:melanie@dementiapublishing.community)  
for more information

## Mechanical data

Size	Type area (mm)	Bleed (mm)	Trim (mm)
Full page	276 x 190	304 x 216	298 x 210
Half page horizontal	130 x 190	133 x 216	
Half page vertical	276 x 92	304 x 95	
Quarter page horizontal	65 x 190		
Quarter page vertical	130 x 92		
Eighth page horizontal	65 x 92	<i>(mm – depth x width)</i>	

### Electronic specifications

Material must be supplied in one of the following formats: press-ready PDF; TIFF; EPS.

All images must be in CMYK, greyscale or mono format (not RGB), at 300dpi.

We can accept files via email (max. attachment size 10Mb) - for larger files please use Dropbox or a similar service such as Mailbigfile.com.

**NOTE: If material received does not meet these criteria, we reserve the right to levy a handling charge. This will automatically apply to files supplied in Microsoft Word or Publisher format unless prior arrangements have been made.**

## Deadlines 2022

The **Journal of Dementia Care** is published online bi-monthly during the first or second week of the first month of the cover date:

Jan/Feb, March/April, May/June, July/August, Sept/Oct, Nov/Dec.

Cancellations can only be accepted at least eight weeks prior to publication date.

Issue	Booking	Copy	Publication
Mar/Apr	07/02/22	14/02/22	07/03/22
May/June	04/04/22	11/04/22	02/05/22
Jul/Aug	06/06/22	13/06/22	04/07/22
Sep/Oct	08/08/22	15/08/22	05/09/22
Nov/Dec	03/10/22	11/10/22	07/11/22
Jan/Feb	06/12/22	13/12/22	10/01/23

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