

ANNUAL DIRECTORY media pack

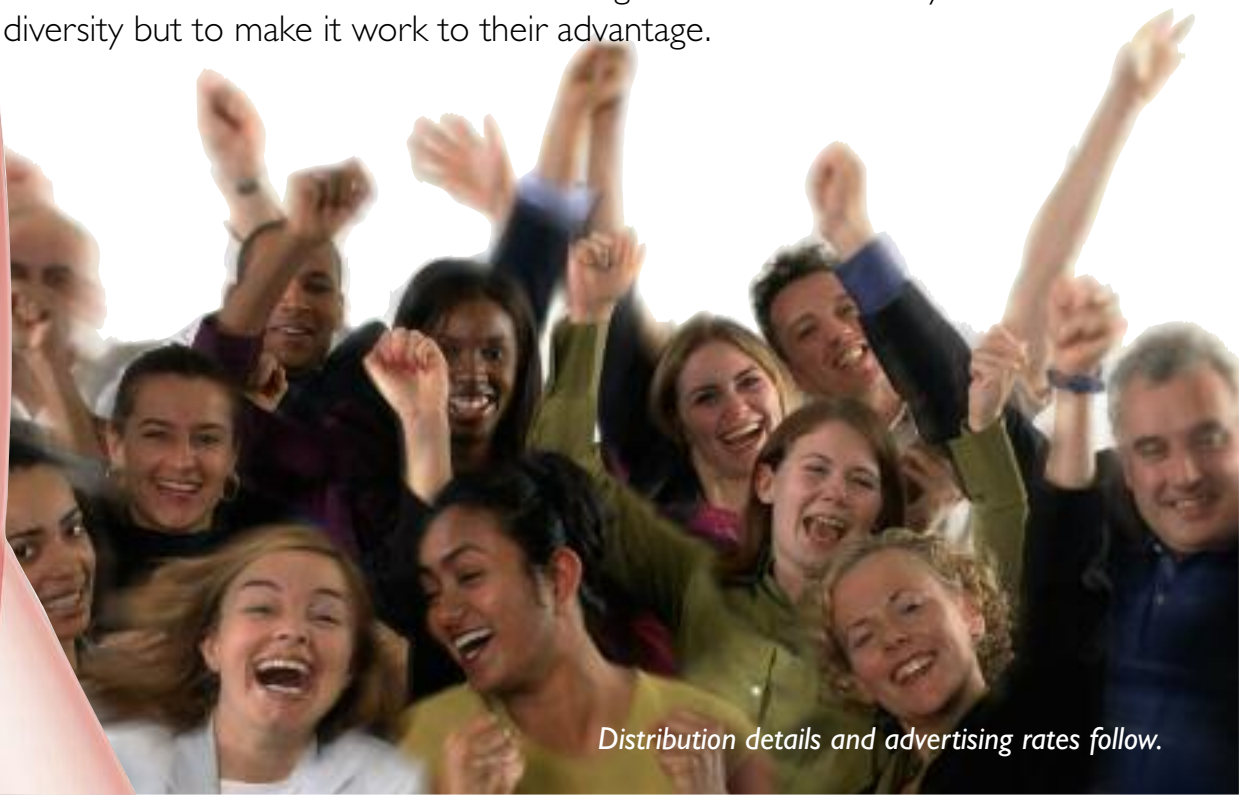
Despite increased efforts to promote equality throughout the UK, recent figures demonstrate that there are still significant barriers faced by people due to their race, age, gender, disability, religion or belief, sexuality or transgender status.

Equality Britain is one of the UK's longest running and most established annual publications promoting equality and diversity within employment, housing, education and adoption & fostering.

We all recognise that stereotyping and prejudice can be deeply entrenched and if we are to address inequality and discrimination we need to use many different approaches.

Equality Britain provides an avenue for you to actively promote your stance on diversity and equality and to promote your jobs and services to people from all walks of life.

During periods of extreme turmoil there's no doubt that priorities change. There has never been a better time for organisations to not only embrace diversity but to make it work to their advantage.



Distribution details and advertising rates follow.



EqualityBritain[©]

working for an inclusive society

The directory, which is 297mm x 145mm in size, is in full colour with a durable laminated cover and spiral bound. It is made up of articles, company profiles, adverts and other useful information, making it a fully working directory within local communities.

The current edition begins with a foreword and message of support from the Government Equalities Office followed by a comprehensive national section featuring articles and editorial from some of the leading organisations operating in this field. Contributors in this section include the Equality and Human Rights Commission, The Minister for Disabled People, Age Positive, Stonewall, The Gender Trust and The Inter Faith Network.

The remainder of the publication is broken down into regions conveniently tabbed off to make the directory easy to use. Each regional section begins with a piece from the relevant office of the Equality and Human Rights Commission along with a number of articles from regional organisations such as Equality North East, BEMIS and Race on the Agenda who focus on the different challenges being faced locally. With local statistics and useful contacts this is a directory which will be referred to on a regular basis throughout the year.

Distribution:

Distributed free of charge to:

- Job Centres
- Citizen Advice Bureaux
- Central Libraries
- Universities & Colleges
- Race Equality Councils
- BME community centres
- Specialist schools & colleges
- Special needs housing associations
- Relevant charities and organisations representing all strands of equality

All bookings in the Equality Britain National Directory come with free advertising on our website www.equalitybritain.co.uk

For further information contact our sales team on 0151 707 6688

These are just a few testimonials we have received from our advertisers more can be found at www.equalitybritain.co.uk

Jephson Housing

"Equality Britain is a publication we have been advertising in for a number of years. We have found the quality and content of the publication to be consistently of the highest standard and the distribution points are exactly where we are trying to send a positive message to all different sections of the community. I would have no hesitation in recommending this publication to anyone who is serious about equality and diversity in their organisation and want to actively promote that fact."



The Together Trust

"The Together Trust has been using Equality Britain for numerous years to advertise our organisation and job opportunities across the Trust and the staff that we deal with are incredibly helpful and efficient. Both the wall planner and the directory have been excellent ways of raising our profile and the use of the Equality Britain website to advertise specific vacancies has been useful. "The Directory itself is great as it gives you useful contact numbers of local organisations promoting diversity, as well as the opportunity to advertise your organisation."



Cumbernauld Housing Partnership

"Cumbernauld Housing Partnership has enjoyed a long association with Equality Britain. Our relationship helps demonstrate CHPs obligation to offer quality services to all communities and re-enforces our commitment to equal opportunities."



Action 4 Employment

"It is excellent to see organisations like Equality Britain raise awareness on equal opportunities throughout all sectors of society. At A4e Gateshead, our staff regularly refer to the Equality Britain directory and wall planners. The directory is full of extensive information, advice and guidance on equal opportunity issues, as well as providing details for organisations that promote equal opportunities within the local community. Equality Britain is a good starting point to know more about these issues."



improving people's lives

Rates / Specifications

Entry Sizes:

Full Page	£1995.00 + VAT
Half Page	£1595.00 + VAT
Third Page	£995.00 + VAT
Quarter Page	£895.00 + VAT

Prominent Pages:


Inside Back Cover	£5000.00 + VAT
National Lead Page	£2995.00 + VAT
Regional Lead Page	£2495.00 + VAT
Double Page Spread	£2995.00 + VAT

Employee Profile Pages* are available from £800.00 when purchased with a advert.

All prices are inclusive of artwork, design and typesetting should you require it.

**The discounted Profile full page must only be used for an employee profile.*

Entry Sizes: 297mm deep x 145mm wide - Wiro Bound

Colour: Full Colour - CMYK 

Adverts can be provided on Compact Disk or Floppy Disk.

Artwork can also be supplied via email

artroom@pearsonpresslimited.co.uk

Acceptable Formats:** Quarkxpress, EPS documents and PDF documents
Microsoft Word documents (*If required adverts will be reset and forwarded to you*)

Artwork will be run @ 60 lpi and all printing will be in CMYK.

	<p>Full Page, Lead Pages, Inside Back Cover and Profile Pages 272mm x 115 mm</p> <p>Double Page Spread 272mm x 115 mm (x2)</p>
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	<p>HALF PAGE 134mm x 115 mm</p>
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	<p>THIRD PAGE 87mm x 115 mm</p>
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	<p>QUARTER PAGE 63mm x 115 mm</p>
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*All sizes are trim size
with no bleed required.*

**** We cannot accept MS-Powerpoint or MS-Publisher files for your artwork. Artwork not supplied electronically will be reproduced to our specification.**

COLOUR REPRODUCTION can only be guaranteed with adverts sent in quarkxpress or as eps files with cmyk colour separation. We cannot accept liability for colour accuracy with adverts/logos that have been supplied as PDF documents or with a RGB colour separation.

PEARSON PRESS LTD

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