

Carousel

THE GUIDE TO CHILDREN'S BOOKS

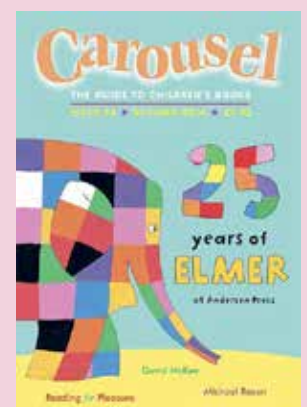
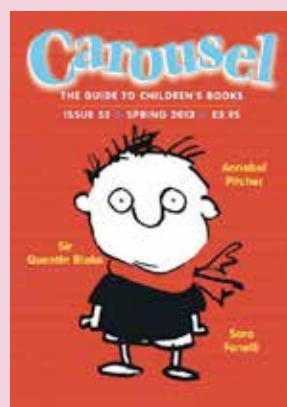
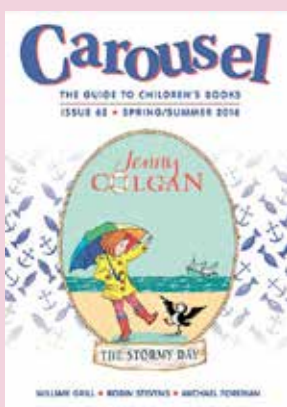
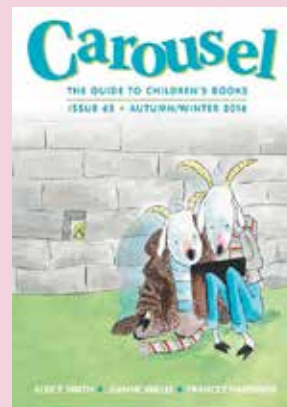
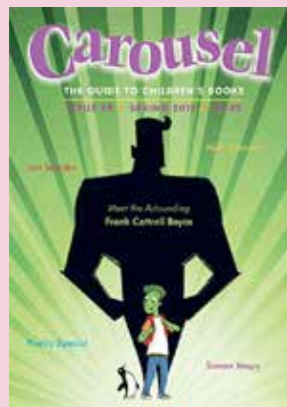
MEDIA PACK

INSIDE

- Rates and Discount Structure
- Advertisement Dimensions
- Schedules
- Benefits for Subscribers
- Social Media
- Contact Us

Varied and in-depth articles to keep you up-to-date with the world of children's books and to inspire a love of reading.

Packed with independent reviews of the best new books for children of all ages from babies to young adults.



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Background Information

Carousel is a print magazine which aims to inform its readers about the world of children's books.

Published three times a year, the contents of each issue includes in-depth interviews with authors and illustrators, and articles reflecting events and issues in the children's book world.

The magazine contains independent, signed reviews of new books ranging from babies to young adults and covering fiction, poetry and information titles.

The editorial team have a vast experience between them of working with young people as teachers, librarians and booksellers.

The editors share a passion for quality children's books and their belief that every child has the right to be presented with appropriate books.

At a Glance

- **48-page magazine available on subscription**
- **Printed on high quality art paper**
- **Approximately 10,000 readership**
- **Free 8-page Christmas Supplement with Autumn/Winter issue given free in quantity to bookshops etc.**
- **Over 2,000 Followers on Twitter**
- **800 Friends on Facebook**
- **Linkedin Group – 200+ connections**
- **Popular and informative website**
- **Daily Social Media Updates**
- **Long shelf-life**

“Carousel is the perfect place to promote your titles if you want to reach the gatekeepers: the parents who are passionate about children's books, the adults who work in classrooms, in libraries, in book groups, sharing their knowledge of what's good and what's out there to fire children's enthusiasm for reading.”

Fritha Lindqvist, Children's Book Publicist



RATES AND DISCOUNT STRUCTURE

Position	Size (See page 4)	One Issue	2 or more Issues
Front Cover	Full page	£1,100	£1,000
Inside Front Cover	Full page	£1,100	£1,000
Inside Back Cover	Full page	£1,000	£900
Back Cover	Full page	£1,100	£1,000
Inner Pages	Full page	£900	£800
Inner Pages	Half Page	£500	£400
Inner Pages	Quarter Page	£250	£200

CHRISTMAS SUPPLEMENT

Front cover	Full page. Includes a short interview/ extended review inside supplement	£1,100	n/a
Back cover	Half page	£550	n/a

INSERTS

Rates for inserts are dependent on weight and size.

Please ask for individual quote

Schedule:

Spring

Artwork deadline: Mid February
Magazine to print: Early March
Publication: 25 March

Summer

Artwork deadline: Mid May
Magazine to print: Mid June
Publication: 25 June

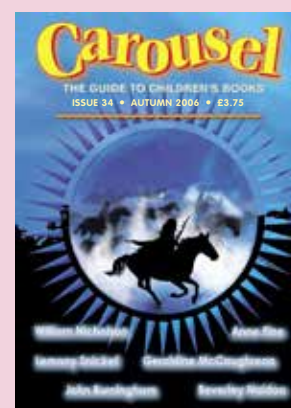
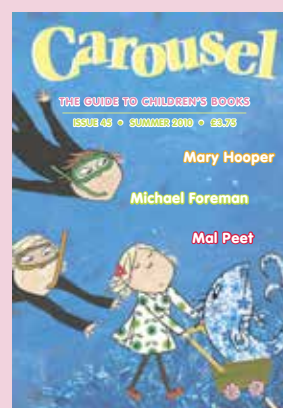
Autumn/Winter (plus Christmas Supplement)

Artwork deadline: Mid September
Magazine to print: Early October
Publication: 25 October

POSITION

Advertisements are placed relevant to dedicated areas within the magazine.

For example, picture book adverts will be positioned near to interviews and reviews within this age range.



Carousel

Thank you for your interest in advertising in **Carousel** magazine. Please find details of our advertisement sizes below. Measurements are given for artwork with bleed, the actual trimmed page size and a suggested margin for text.

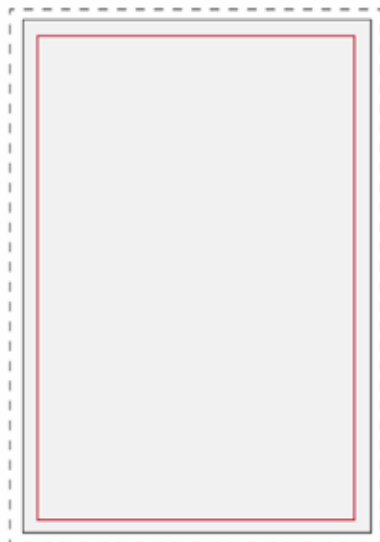
INNER PAGES:

SINGLE FULL PAGE AD

Bleed: 216 x 303 mm

Trim: 210 x 297 mm

Text: 190 x 277 mm



HALF PAGE (portrait or landscape) and QUARTER PAGE AD DIMENSIONS

These ads always sit on the bottom of the page so there is no need for bleed allowance on the top edge of the artwork (exception being if a half page portrait ad as shown)

HALF PAGE AD

LANDSCAPE

Bleed: 216 x 143 mm (bottom edge bleed)

Trim: 210 x 140 mm

Text: 190 x 120 mm

PORTRAIT (always on RH of page)

Bleed: 103 (right hand bleed) x 303 mm

Trim: 100 x 297 mm

Text: 80 x 277 mm

QUARTER PAGE AD

LANDSCAPE

Bleed: 216 x 73 mm (bottom edge bleed)

Trim: 210 x 70 mm

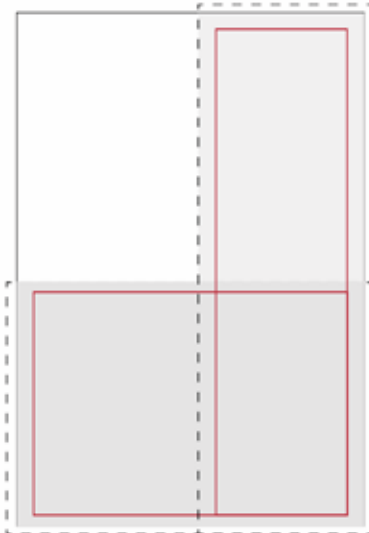
Text: 190 x 50 mm

PORTRAIT

Bleed: 106 x 143 mm (bottom edge bleed)

Trim: 100 x 140 mm

Text: 80 x 120 mm



Advert artwork should be saved as a press-ready pdf file ensuring text and images are compressed and that all fonts are correctly embedded. Files should be sent by e-mail to either the Carousel office or direct to the designer Alistair Brewin.

FRONT COVER ARTWORK:

Measurements are as a single full page ad **but** the front cover features the cover artwork of the featured book but without the title and accompanying text. Preferably artwork should be supplied as a high res pdf without the text layers. Alternatively the cover may be supplied as Photoshop layers on CD / via WeTransfer / via Dropbox, sent directly to the designer. A jpeg file of the front cover (with text) of the featured book is also required to be featured in the accompanying article and contents credit.

Any queries regarding booking please contact the Carousel office. If your query relates to design or printing matters please contact Alistair Brewin by e-mail at admin@brewinbooks.com.

What they've said about *Carousel*

"At a time when there is so little coverage of children's books in the media, *Carousel* inspires with its wonderful in-depth coverage and perceptive reviews. We love it!"

*Philip Reeve & Sarah McIntyre,
Author/Illustrators*

"I love *Carousel* and trust it to help me find the best new books and writers for my child and me."

Sarah Crossan, Author

"*Carousel* tells you everything you want to know about children's books – and their authors."

Jacqueline Wilson, Author

"Reading *Carousel* is like a magical ride"

Jackie Morris, Author/illustrator.

Free to all of our Advertisers

We provide access to our Social Media platforms: on Website, Twitter, and Facebook. These platforms are updated regularly with many of our advertisers making frequent use to inform about news items.

Opportunities for competitions

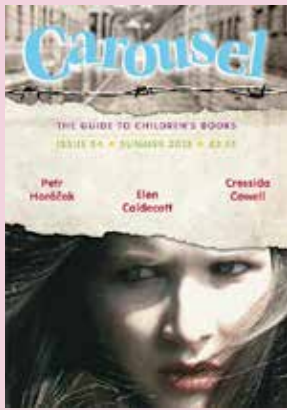
Free copy sent to all Advertisers.

Top 5 Reasons to Advertise in *Carousel*

- **Leading UK print-based magazine about the world of children's books**
- **A trusted brand which has been in print for over 25 years**
- **Well respected among professionals**
- **A large and diverse readership**
- **Covers full age-range**

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Contact us

Advertising Sales and Enquiries

To promote your business within *Carousel*, please contact us on 07413 980 203 or email office@carouselguide.co.uk

General Enquiries

Post

Carousel,
Unit 1, West Court,
Saxon Business Park,
Stoke Prior,
Worcestershire, B60 4AD.

Phone

07413 980 203

Email

office@carouselguide.co.uk
(Preferred method of contact)

Find us on-line



Website:

www.carouselguide.co.uk



Twitter:

Carousel Guide @CarouselDave



Facebook: Carousel:

The Guide To Children's Books



Linkedin: www.linkedin.com/groups/8590853

Becoming a Stockist, or Multiple Subscriptions

If you are interested in becoming a stockist, or if you would like to discuss a multiple subscription, please contact us on office@carouselguide.co.uk

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