

# ldr

The magazine for National College members  
[www.nationalcollege.org.uk/ldr](http://www.nationalcollege.org.uk/ldr)



**National College**  
for Leadership of Schools  
and Children's Services

# rate card



“  
**Outstanding and really helpful to practitioners**

”  
Headteacher,  
Brighouse, West  
Yorkshire

“  
**Plenty of varied, meaty articles**

”  
Headteacher,  
Devon

Ldr is the National College's flagship magazine for leaders of schools, children's centres and children's services. Published quarterly, it is distributed to all 23,000 state schools in England, as well as local authorities, educational organisations, academies and policy-makers. Ldr includes in-depth features on what school leaders and directors of children's services are doing to improve leadership for all children. Every issue contains a wealth of real-life case studies from schools across England as well as leadership news and views. For more information please contact Jenna Swift on tel. 0115 872 3825 or [jenna.swift@nationalcollege.org.uk](mailto:jenna.swift@nationalcollege.org.uk)

#### **Circulation**

The key audience for Ldr magazine is school leaders, children's centre leaders and directors of children's services. Circulation is as follows:

- 18,290 primary headteachers
- 4,811 secondary headteachers
- 3,032 children's centre leaders
- 155 directors of children's services

#### **Advertising rates**

Back cover £3,000

Full page £2,400

Half page £1,600

#### **Inserts**

Other creative opportunities are also available including supplements, loose inserts and CD inserts. For more information, please contact the publications team on tel. 0115 872 2559.

Min size: A6

Max size: A5, 16 multipage

Min weight: 49gsm

Max weight: 200gsm

Cost (up to 100gms): £2,000

Cost (above 100gms): £3,000

#### **Delivery address:**

Streamline Press  
11 Boston Road  
Beaumont Leys  
Leicester LE4 1AA

#### **Deadlines**

Booking and artwork deadline:  
**1 month prior to publication**

#### **Issue deadlines**

January 01 December

March 01 February

June 01 May

September 01 August

# advert specs

## How to supply artwork

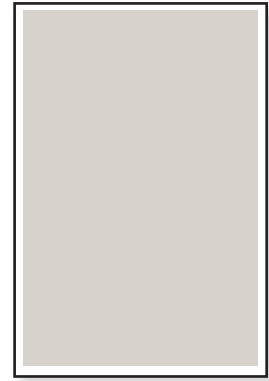
- Ldr accepts only high-resolution, print-ready, single-page PDF files.
- All fonts must be embedded.
- All artwork must be scaled at 100%, and any images must be 300 dpi at print size.
- All colour artwork must be separated into CMYK – no colour profiles please and no spot colours.
- There will be a charge of £50 for any files that require conversion to PDF.
- Please ensure that all artwork has crop marks.
- The quality of reproduction of artwork with tints of less than 20% cannot be guaranteed.
- All artwork should be supplied in final form and on disk (CDR, CDRW, or DVD), together with a colour printout as a reference.
- Alternatively you can forward via email (attachments up to 10MB) to [ldradverts@cubicstudio.co.uk](mailto:ldradverts@cubicstudio.co.uk)
- If no proof supplied, we cannot guarantee accurate reproduction and NCSL and Cubic will not be held responsible.
- Any PDFs not supplied to our standards will be returned to the advertiser who will be asked to correct and re-supply.
- Please contact our production department at Cubic for further instructions or any questions re the type of material you can submit.

## Contacts

Ldr  
Publications team  
Triumph Road  
Nottingham NG8 1DH  
Telephone: 0115 872 3825  
email: [jenna.swift@nationalcollege.org.uk](mailto:jenna.swift@nationalcollege.org.uk)

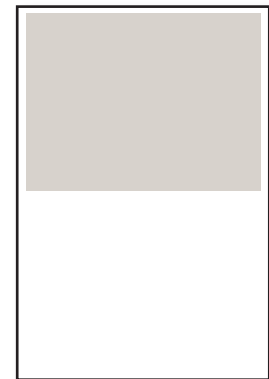
Cubic  
Design and production  
52a High Pavement  
Nottingham NG1 1HW  
Telephone: 0115 959 9299  
email: [ldradverts@cubicstudio.co.uk](mailto:ldradverts@cubicstudio.co.uk)

## Dimensions



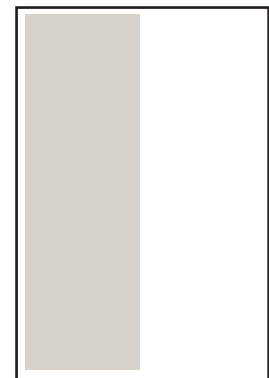
### Full page advert

Advert	(W) 153mm x (H) 232mm
Type	(W) 134mm x (H) 200mm
Page	(W) 166mm x (H) 245mm
Bleed	(W) 172mm x (H) 251mm



### Half-page advert (horizontal)

Advert	(W) 153mm x (H) 116mm
Type	(W) 134mm x (H) 100mm
Page	(W) 166mm x (H) 121mm
Bleed	(W) 172mm x (H) 127mm



### Half-page advert (Vertical)

Advert	(W) 75mm x (H) 116mm
Type	(W) 63mm x (H) 200mm
Page	(W) 81.5mm x (H) 245mm
Bleed	(W) 87.5mm x (H) 251mm