

Your new life starts here!

CIVVY STREET

www.civvystreetmagazine.co.uk

MEDIA PACK 2010

Civvy Street magazine offers you an ideal route to place your message in front of a unique pool of talent – the thousands of men and women who, every year, leave the UK's Armed Forces. The vast majority are disciplined and well-motivated team players who are not afraid of hard work and are used to working under pressure.

To successfully engage with Service leavers, Civvy Street magazine aims to help them prepare for the world they'll find 'Outside' – be this about work, home or life in general. We are recognised as providing trusted, invaluable information on career and training opportunities – now including the latest jobs – as well as expert advice on how our readers can re-establish personal and family relationships, sort out their finances and settle down in a new part of the world.

The print-version of Civvy Street magazine is distributed at British military bases across the world. Utilising over 1300 distribution points, it is circulated by the resettlement professionals who provide Service leavers with guidance and support. Alongside this, our new-look and much-expanded website – full of regularly updated content – is accessible around the world, 24/7.

We have two simple goals for Civvy Street magazine; to inspire our readers to build successful new civilian lives and careers, and to ensure that our advertisers receive the best possible return on their advertising spend.



“ In order to reach Service leavers, we advertised our courses in the April/May edition of Civvy Street. I am pleased to say it has been very successful. We have had a number of enquiries reporting to have seen the advertisement and, as a result of this, we intend to repeat the advertisement in the June/July issue. ”
Janet Rockley, Training Manager
HAL Training Services



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GO AWAY SERVICE

FEATURES LIST Summer >>>

SPECIAL 'WOMEN'S ISSUE'

» CAREERS:

HUMAN RESOURCES

We outline how the Services can provide invaluable HR experience which can be successfully applied within a civilian context with some of the UK's largest companies and organisations. We include information on qualification routes and training providers.

» ARMED FORCES DAY PREVIEW

We preview the events that will mark the 2010 Armed Forces Day (27 June), including the national events hosted by Cardiff – and encourage our readers to get involved.

» FRANCHISING:

WOMEN AND FRANCHISES

At the risk of being sexist... we look at a range of business franchises which seem particularly suited to women's interests and lifestyle: from pets services and household cleaning to the wide range of franchisors who are now actively seeking female franchisees.

» RESETTLEMENT: THE MIDLANDS

Our sitrep on living, working and settling in the Midlands.

» CAREERS:

HEALTHCARE

We examine the path from Services to Scrub Room. Working for public and private healthcare services offers some of the best opportunities throughout the world. We explore.

» WOMEN AT WAR

Women have a far larger role in Britain's Armed Forces than ever before – or do they? We explore the history of women at war to see just how close they've been to the front line.

“Civvy Street is a very bright, lively and informative magazine. There are lots of interesting articles in there and, from a personal perspective, I feel it's something that Service leavers could gain a lot from.”

Air Commodore Philip Miles, Former Director of Resettlement, Ministry of Defence

CRAVEN STREET

RATE CARD 2010

FULL COLOUR ADVERT

SIZE	2 months (1 issue)
Full Page	£1,995 per issue
Half Page	£1,395 per issue
Quarter Page	£795 per issue
Outside Back Cover	£2,495 per issue
Inside Front Cover	£2,395 per issue
Inside Back Cover	£2,195 per issue
Double Page Spread	£3,495 per issue

INSERTS »

£75.00 PER 1,000, based on a single sheet A4, (10gms).
A sample insert must be seen in advance

*All prices assume the provision of finished artwork, in a Mac-readable format such as InDesign (with all picture files and fonts) or a picture file (TIFF, JPEG or EPS - 300dpi resolution / low compression). A copy make-up service is available, but will be charged separately; for further information, check with: Terry Gillan in our Production Department on: **0141 419 0044**, or email: terry@cravenpublishing.co.uk

FOR FURTHER INFORMATION PLEASE CONTACT »
Jacqui Smyth, Advertising Executive on 0141 419 0044 (ext.113)
or email jacqui@cravenpublishing.co.uk



I have to say that I consider it to be a very informative, interesting and immaculately put together useful source of information. »

Captain A D Bourne, 127 (Dragon) Battery, Provincial Security



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CIVVY STREET

DISTRIBUTION 2010

OUR READERS »

More than 20,000* military personnel leave the UK's Armed Forces every year. As part of their resettlement package, most Service leavers can take up to 35 working days away from their place of work to make use of resettlement training, courses or Trial Attachments with civilian employers – all while still being paid for by the Ministry of Defence.

*According to the Defence Analytical Services Agency, part of the MoD, 21,880 people left the services in 2008/09 – 13,135 Army, 4,320 RAF, 4,425 Navy. Of these, only 1,760 were aged 45 or older.

If your company or organisation has employment opportunities, training or any other products or services of interest to this unique pool of individuals, we are confident that there is no better way of reaching them than through Civvy Street magazine. The printed magazine is distributed as follows:

ARMY – 797 distribution points

- » DIRECT TO 120 EDUCATION CENTRES
- » DIRECT TO 77 HIVES
- » DIRECT TO 120 UPOS + DISTRIBUTED AS FOLLOWS:

- 120 Officer's Mess
- 120 Sgts. Mess
- 120 Medical + Welfare Centres
- 120 NAAFI Clubs
- Communal areas on 120 bases

RAF – 280 distribution points

- » DIRECT TO 40 EDUCATION CENTRES
- » DIRECT TO 40 HIVES
- » DIRECT TO 40 UPOS + DISTRIBUTED AS FOLLOWS:

- 40 Officer's Mess
- 40 Sgts Mess
- 40 Medical + Welfare Centres
- 40 NAAFI Clubs
- Communal areas on 40 bases

NAVY – 146 distribution points

- » DIRECT TO RESETTLEMENT + EDUCATION
- » OFFICERS ON 48 HMS FRIGATES
- » DIRECT TO 8 HIVES

DIRECT TO 15 LAND BASES + DISTRIBUTED AS FOLLOWS:

- 15 Education Centres
- 15 Officer's Mess
- 15 Sgts. Mess
- 15 Medical + Welfare Centres
- 15 NAAFI Clubs
- Communal areas on 15 bases

DISTRIBUTED DIRECT TO SERVICE LEAVERS VIA:

- 10 Career Transition Partnership (CTP) Regional Resettlement Centres
- 29 Individual Education and Resettlement Officers (IERO)
- 9 Naval Resettlement Information Officers (NRIO)
- 7 Regional Resettlement Advisors (RRA)
- 22 Regular Forces Employment Associations (RFEA)