

End of Term magazine

MEDIA PACK 2010

End of Term is Scotland's premier magazine for young people of school leaving age. Published since 1995, this quarterly gives advertisers and other partnering organisations unrivalled, professional penetration into the young student demographic. With much of the magazine generated by the readership themselves (through our comprehensive work experience program and Agent Involvement Scheme), it speaks directly to students about the issues that really matter.

Nurturing young journalistic and publishing talent is of paramount importance to us. Each issue we draw the most promising students from our Agent pool of over 500, giving them the opportunity to learn 'on the job'. The result is not only more confident young people but also the most up-to-date and relevant editorial in the market.

This relationship encourages a unique trust that advertisers often find helpful in raising awareness and ultimately response. Any organisation aiming to reach an audience receptive to opportunity is going to find End of Term tailor-made for the purpose.

Institutions, organisations and companies looking to put their message in front of Scottish teenagers have an easy choice to make since End of Term offers solid, constantly monitored distribution without wastage.



I recently took the time to sit and read End Of Term Magazine and was pleasantly surprised. I had expected I would have been bored within seconds, however, instead of the usual rubbish, I found that it was very fun and enjoyable to read because it was fellow teenagers who wrote the articles and reviews. This made a difference because instead of adults trying to write for teenagers and epically failing, it was the real thing. I liked the fact that us teenagers were allowed to write what we thought about things, rather than adults just telling us. In almost all of the reviews, i strongly agreed with what i read.

I especially liked the interview with Kasabian (initially what incited me to open the magazine), the agent music reviews and the educational career's advice within the magazine.

I know lots of people who would love to see this sort of thing in a magazine, and am sure a lot more people like me will be enticed to read End Of Term. Overall I enjoyed reading it, so thanks for a free magazine!!!!!

Christy O'Donnell
Holyrood Secondary School



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FEATURES LIST *Autumn*

▶ EMERGENCY SERVICES

We explore the wide range of jobs available in the Emergency Services sector and find out what it takes to succeed in this demanding industry. From a career in the Police or Ambulance Service to fighting fire with a Fire and Rescue Service.

▶ CHEF

Are you the next Gordon Ramsay, Delia Smith or Jamie Oliver? If you are passionate about food and want to hone your culinary skills, then a career as a chef could be for you.

▶ SELF DEFENCE

With stories of attacks and violence plaguing the media more and more these days End of Term looks into the importance of self defence in today's society. This article will look at how young people can best protect themselves in the unfortunate incidence of an attack.

▶ TOP TIPS FOR PASSING YOUR TEST

End of Term brings you the inside info on keeping calm during your test to ensure you keep your cool and sail through first time!

▶ BECOME A RACING DRIVER

EOT Agent, Shelley Queen, catches up with Scottish racing driver Allan McNish to find out what it takes to succeed in this fast paced career.

▶ WORK EXPERIENCE

End of Term has had the busiest summer to date in terms of providing young students with invaluable work experience at the End of Term head office. These students will be offering their views on the importance of work experience and letting you in on the secrets of working with End of Term!

▶ FESTIVAL ROUND UP

As the festival season comes to a close, we take a look back at the best performances and events that this summer had on offer.

REGULARS:

▶ ZEITGEIST

The latest snaps from festivals, gigs and the other events that the End of Term agents get to.

▶ UCAS & SAAS

End of Term is the only magazine in Scotland that carries regular columns from these important bodies. It's always good advice and a genuine reason to pick up the magazine.

▶ STUDENT REVIEWS

End of Term has eyes and ears everywhere; from theatre, gigs and festivals our agents send us their reports on what's going on. This gives our readers a true ownership of the magazine and helps advertisers to reach a more receptive readership.



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RATE CARD 2010

FULL COLOUR ADVERT

SIZE	PER ISSUE
Full Page	£2,495 per issue
Half Page	£1,295 per issue
Quarter Page	£695 per issue
Outside Back Cover	£2,995 per issue
Inside Front Cover	£2,795 per issue
Inside Back Cover	£2,595 per issue
Double Page Spread	£3,995 per issue

INSERTS >>

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

CLASSIFIEDS >>

Colour - £27.50 per scc.

*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:

Steve Craven on 0141 419 0044 or email s@cravenpublishing.co.uk



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DISTRIBUTION 2010

▶▶ SCHOOLS

We are in regular contact with all schools in Scotland, constantly monitoring our distribution channels and making sure that each and every magazine is reaching its audience. With multiple copies distributed to every State and Independent School (numbers vary from 10-200 dependent on size), copies are handed out directly by career and guidance teachers, and are also available in careers libraries, student common rooms and other communal areas in the school – with new point of sale material (including posters) produced to promote the availability of each issue. The magazine is often used in Personal and Social Education (PSE) classes, underlining its perceived value with both teachers and students.

▶▶ COLLEGES

This ensures a link with those students who leave school in their fourth and fifth years but wish to continue their studies in a less school-like environment. The magazine is displayed in student unions and community areas, giving access to students who may yet have to decide their final choice of further study or career.

▶▶ CAREERS SCOTLAND

Reach young adults who are looking for career advice

through Scotland's national network of career advisers.


Multiple copies are delivered to the 38 drop-in centres across the country run by Careers Scotland. Copies can be picked up free in these drop-in centres, but we know that they are often referred to by career advisers looking for informative, attractively presented material.

▶▶ DUKE OF EDINBURGH'S AWARD (DofE) CENTRES, NAVY AND AIR FORCE CADET BASES

These offer you access to the determined young adults who volunteer for activities outside of school.

DofE meetings are widely held in youth centres and community centres; these are high distribution points, with many taking more than 100 copies each issue – and requesting more! Distribution to Navy and Air Force cadet bases gets you regularly in front of young people with an active interest in the Armed Forces – but this doesn't mean they're not still open to advice and information on the options open to them, in and outside of the Services.

DISTRIBUTION POINTS	NUMBER OF DISTRIBUTION POINTS	NUMBER OF MAGAZINES DISTRIBUTED
State & Independent Schools	440	30,701
Colleges	42	825
Duke of Edinburgh/Navy and Air Force cadet bases	58	1,377
Careers Scotland centres	38	380
TOTAL	580	33,283



END OF TERM
30,265 Average net circulation
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 Does not include exhibition copies