

Media Information

2010



Home Delivered to over 76,000 Retired Police Officers

NARPO NEWS

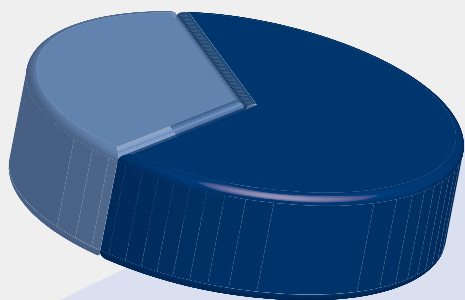
Retirement Care & Solutions Supplement

The National Association of Retired Police Officers (NARPO) are a member organisation representing retired police officers of all ranks and police widows from police forces throughout England and Wales. They offer a range of services to members including advice on pensions and other issues affecting the welfare of their members.



Over 76,000 members receive their magazine NARPO News published quarterly each February, May, August and November and packed with items of interest on a variety of topics including readers letters, travel and books. The Retirement Care & Solutions Supplement will be A5 and bound into all copies of NARPO News. The advertising only supplement is designed to provide a medium for advertisers to promote their grey market mobility products and services to the members.

Readership



Gender Split
65% male
35% female

Age Breakdown

45-85 majority 60 plus

Display Advertising Rates

Outside Back Cover	£2,750
Inside Covers	£2,495
Full Page	£2,250
Half Page	£1,350
Quarter Page	£795

Publishing Schedule

1st May issue - copy deadline 13th April
1st August issue - copy deadline 13th July
1st November issue - copy deadline 13th September

Copy Approval

All copy is subject to approval by The National Association of Retired Police Officers

Contact Details

Advertisement Sales

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Production Details

Width x Height	Type (mm)	Trim (mm)	Bleed (mm)
Full page	190 x 130	210 x 148	216 x 154
Half page landscape		93 x 130	
Half page portrait		190 x 63	
Quarter page		93 x 63	

Artwork Format

All digital (PDF, TIFF, EPS, JPG) advertising images (CMYK) should have a minimum of 300 dpi at the correct printing dimensions. All fonts, images must be supplied with the document and a colour proof.