

Rate card 2019

Third Force News

is Scotland's only publication for and about Scotland's third sector of charities, voluntary organisations and social enterprises.

Its **30,000** regular readers want to make a difference with their lives and work. They are employed in or volunteer for one of Scotland's **45,000** registered charities, social enterprises or community groups, and are engaged in fundraising, charity management, social care management and social justice campaigning. These are people who are changing the world with solutions for problems such as climate change, poverty and homelessness. They are ensuring everyone has equal opportunities to work and live regardless of age, disability, gender, race, religion or sexual orientation. TFN readers are social leaders.

For bookings or enquiries, contact: **Alison Fraser** on **0141 946 8708** or at alison.fraser@scvo.org.uk



Key facts



TFN magazine is published 12 times a year plus two special editions – the TFN Guide to Running A Charity or Social Enterprise and the Gathering conference brochure



Twice weekly general news bulletins



Weekly specialist bulletins in funding & finance, management, environment & international, regeneration & housing, families & young people, social justice & poverty, health & social care, culture & leisure, blogs and events

138,000 SCOTS EMPLOYED IN THIRD SECTOR ORGANISATIONS

£4.9bn TURNOVER OF SCOTLAND'S THIRD SECTOR

30,000 READERS A MONTH ON THE TFN WEBSITE

20,000 PRINT READERS A MONTH

6,000 ACTIVE EMAIL SUBSCRIBERS

52% OF TFN READERS ARE WOMEN

48% OF TFN READERS ARE MANAGERS OR ABOVE

45% OF TFN READERS ARE INVOLVED IN HEALTH PROJECTS

43% OF TFN READERS USE VOLUNTEERS

30% OF TFN READERS WORK ON DISABILITY ISSUES

25% OF TFN READERS WORK IN COMMUNITY DEVELOPMENT

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Jump to

Key facts

Print data

Online data

Deadlines

Back to top



Print data



Publication format

36 page, silk paper, A4

Circulation

5,000 copies with an average readership of 20,000

Advertising opportunities

Eighth page: £250

84mm wide x 62mm deep

Quarter page: £400

84mm wide x 129mm deep

Half page: £700

landscape: 173mm wide x 129mm deep

portrait: 84mm wide x 260 deep

Full page standard: £1300

210mm wide x 297mm deep plus 3mm bleed all round
(total 216mm x 303mm)

Full page inside back page: £1400

Full page inside front page: £1500

Full page outside back page: £1600

Inserts available on request. We accept high resolution artwork (no less than 300 dpi) in PDF or JPG format. Alternatively, we can design your advertisement for you to your own specifications.



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Jump to | **Key facts** | **Print data** | **Online data** | **Deadlines** | **Back to top**



Online data



Online prices:

TFN has a thriving web presence. With 50,000 average page views on the website every month our online advertising opportunities offer another great way to reach out to Scotland's third sector.

Prices are as follows:

MPU (300x250 px) £200 per month

Super leaderboard (970x90 px) £300 per month

Homepage takeover (300x1200 px) £300 per month

(NB Homepage takeovers are not visible on mobile/tablet devices so an

additional size of 100 x 1020 px is also required)

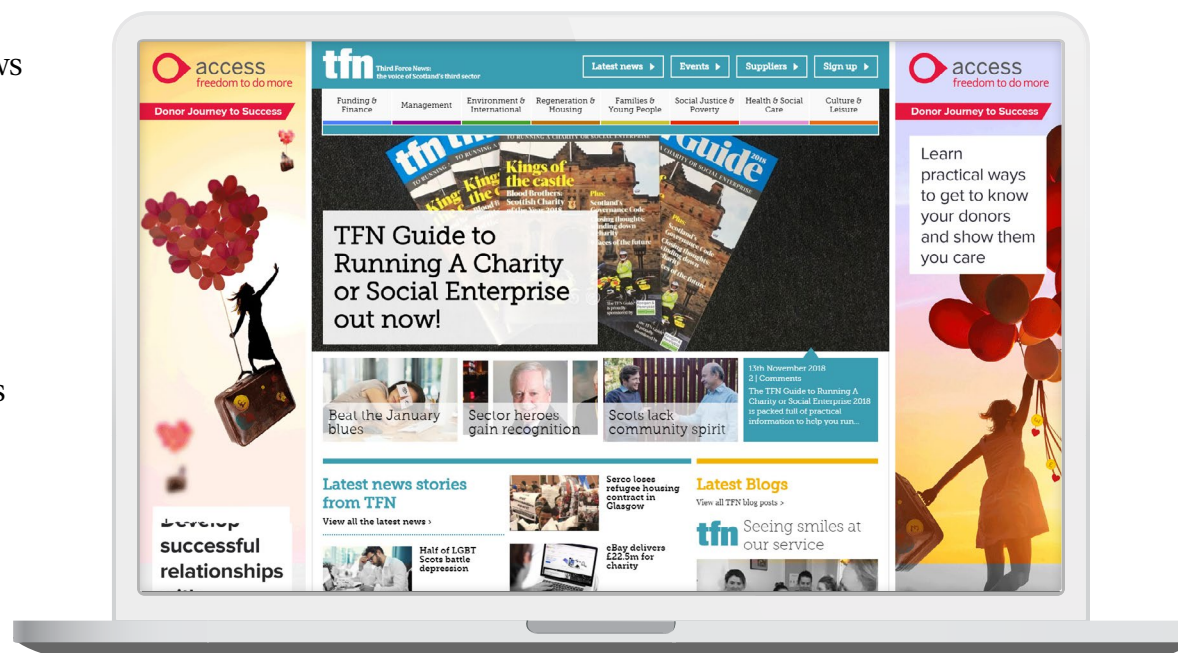
ebulletin sponsorship:

Two adverts per bulletin, MPU (300x250)

and strip (520x80 px) £500 per month

We accept artwork for web ads (no less than 72 dpi) in JPG or PNG format. Alternatively, we can design your advertisement for you to your own specifications.

Need a non-standard size of ad for print or web? Just ring Alison Fraser on 0141 946 8708 to discuss your requirements. We'll do our very best to accommodate.



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Deadlines



The deadline for booking print advertising in TFN is the Monday before we go to press. 2019 deadlines are:

January edition : Monday 14 January

February edition : Monday 4 February

March edition : Monday 11 March

April edition : Monday 8 April

May edition : Monday 6 May

June edition : Monday 3 June

July edition : Monday 1 July

August edition : Monday 5 August

September edition : Monday 2 September

October edition : Monday 30 September

November edition : Monday 27 October

December edition : Monday 25 November



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