



DofE Magazine

THE MAGAZINE FOR DofE LEADERS



Advertising Media Pack



The magazine for all those concerned with operating DofE programmes in schools, youth clubs, uniformed youth organisations, businesses and other interested bodies.



THE DUKE OF EDINBURGH'S AWARD

Developing young people for life and work

The DofE offers voluntary, non-competitive programmes of activities for anyone aged 14-24. Doing their DofE gives young people the opportunity to experience new activities or develop existing skills.

There are three progressive levels of programmes which when successfully completed lead to a Bronze, Silver or Gold Duke of Edinburgh's Award. Young people create their own DofE programme by choosing a **volunteering, physical and skills** activity, going on an **expedition** and, for their Gold only, taking part in a **residential** activity.

The Duke of Edinburgh's Award was founded by HRH The Duke of Edinburgh in 1956 and DofE programmes are delivered under licence by over 800 partners who offer it through DofE groups in around 12,000 centres in youth clubs, voluntary organisations, schools, colleges, Young Offender Institutions and businesses.

Currently over 300,000 young people are doing their DofE in the UK, and around 100,000 achieve a Bronze, Silver or Gold Award each year. They are supported by around 50,000 Leaders.

The *DofE magazine* is aimed at adults involved in the delivery of DofE programmes and at participants who are aged 18-24. The *DofE magazine* is vital reading and a valuable resource to the many thousands of DofE Leaders, volunteers and others involved in it or who are interested in youth development. The *DofE magazine* is published in January, April and September, which coincides with the beginning of the academic terms. The magazine was first published in 1970 and celebrated its 130th issue in 2013. It has recently undergone a redesign to ensure its relevance to the audience and to reflect the new brand of the DofE.



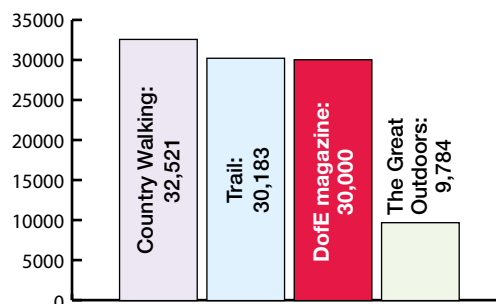
What's in the DofE magazine?

In every issue of The *DofE magazine* you will find the following articles and features:

- **Out there** – Reviews of products, resources and services suitable for DofE participants, Leaders and volunteers.
- **News** – An assortment of DofE-related stories and pictures from around the UK.
- **DofE information** – News and information from the DofE's Head Office, containing programme updates, directory amendments etc.
- **60 second interview** – DofE-related interview with a celebrity or personality.
- **Partnerships** – A selection of great deals for DofE groups from the DofE's commercial partners.
- **Fundraising advice** – General advice on raising funds for DofE activities.
- **Themed articles** – Each edition focuses on separate aspects of DofE activities. These have included volunteering, expeditioning, skills, physical activities and residential.
- **General features** in each issue cover the promotion, implementation and development of good practice within the DofE.

Circulation

The circulation of *DofE magazine* is around 30,000 copies, the vast majority of which are posted directly to our key decision makers: DofE Managers, Co-ordinators, helpers and Leaders in the UK. This compares very favourably with other magazines in the outdoor interest and youth work/informal education sectors.



Shelf life/readership factor

The average shelf life of the *DofE magazine* is four months. Research has shown that readers keep the current edition to hand and pass copies around until the next edition is published. When the new issue is published old copies are then stored for future reference. Each issue is also available online where it is viewed by approximately 1,000 people per month. www.DofE.org/go/magazine

Benefits to advertisers

- Large and targeted circulation for the outdoors/youth focussed sector.
- Readers of *DofE magazine* are organising events for their DofE group and MUST buy products/equipment in conjunction with arranging accommodation and expeditions.
- Readers often have a budget that MUST be used.
- It is the official magazine of a very well known and respected charity.
- There is a long shelf-life of each issue and, therefore, advert.

Testimonials

Advertising in *DofE magazine* works and many businesses rely on the magazine for a large percentage of their business. Here is what one of our regular advertisers says:

"The huge advantage of advertising in the DofE Magazine is that we can promote our expeditions directly to DofE leaders, targeting exactly the right audience. For us, a leading activity provider in the expedition sector, our annual marketing plan simply wouldn't be complete without this integral part of our advertising strategy"

Zoe McLean, A to Z Expeditions,



Advertising rates

Display Advertising Rates

Full Page: £1,500

Back cover: £2,100

Inside front/back cover: £1,900

Half Page: £900

Quarter Page: £500

DofE partners and Registered Charities are entitled to a discount as follows:

- **Commercial partners: 25%**
- **AAPs: 30%**
- **Registered Charities: 35%**

Mechanical Data

Full page – 270 x 184mm

Half page portrait – 270 x 88mm

Half page landscape – 132 x 184mm

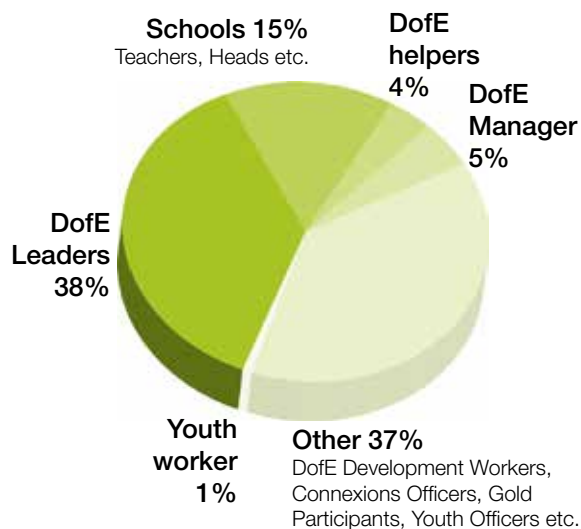
Quarter page portrait – 132 x 88mm

Full bleeds only available on full page adverts. Please allow 10mm bleed.

Who reads DofE magazine?

You will find copies of *DofE magazine* in schools, colleges, universities, youth clubs, libraries, businesses and voluntary organisations. Therefore the typical reader is a school head/teacher or other qualified person with a responsibility for arranging activities for young people. *DofE magazine* readers use the magazine to order equipment for themselves and their DofE group and to book and plan accommodation, expeditions and much more.

The magazine is used to generate ideas and helps support the group. In addition, the *DofE magazine* is used to promote all aspects of DofE programmes, including volunteering, physical activities and expeditioning throughout the UK and overseas. *DofE magazine* readers are generally outdoor enthusiasts, many of whom have an interest in the countryside, travel and/or participate in skills such as music, cookery, drama and driving.





Contacts

For all advertising queries please contact:

Fellows Media Ltd
 The Gallery, Manor Farm
 Southam, CHELTENHAM,
 Gloucestershire GL52 3PB
 Tel: 01242 259249
 E-mail: mark@fellowsmedia.com

Please send all advertising artwork to:

Dave Wood (Editor)
 DofE magazine
 The Duke of Edinburgh's Award
 Gulliver House, Madeira Walk
 WINDSOR, Berkshire SL4 1EU
 Tel: 01753 727470
 E-mail: magazine@DofE.org

Annual Copy Deadlines

- **Spring Edition:** 3rd October
 (Published early/mid January)
- **Summer Edition:** 3rd February
 (Published after Easter)
- **Autumn Edition:** 3rd July
 (Published early/mid September)

Supplying artwork

Artwork should be supplied via e-mail as a high resolution JPEG, PDF or EPS file, or sent as InDesign CS5 or Photoshop files with separate image files and fonts. Please note that Word Documents with pictures need to have the images supplied as separate source files (JPEGs). Image files can be sent via post on CD or via email as high quality JPEGs. For files over 7mb we recommend using www.wetransfer.com Image files should be 300dpi.

Please email artwork to: magazine@DofE.org

We can create artwork for you. There is a minimum £50 make-up fee for this service – please contact us for a quote.

Please note: Advertisement copy is subject to the approval of the publishers who reserve the right to omit or refuse any advertisement or copy without notice.