

ER

Easy Resettlement magazine

...is proudly sponsored by  forces recruiting



MEDIA PACK

EASY RESETTLEMENT

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ER

Covering Letter

E a s y R e s e t t l e m e n t magazine

Dear Sir/Madam, welcome to the most informative resettlement magazine.

Each year around 20,000 personnel leave the armed forces. The majority of these will be looking for a new career path which will encompass training or direct recruitment opportunities. We aim to offer various training and employment opportunities but also provide helpful tips, advice, useful links and contacts to help with their resettlement.

Many companies are starting to realise the benefits of employing Ex-forces personnel, they have numerous attributes and transferable skills such as, being able to work under their own initiative, yet still being team players, understanding the hierarchy and chain of command, hard working, dedicated, loyal, and committed to name a but few. Additional training may be required for their skills to be recognised as civilian qualifications. This is why we are now inviting companies to offer their recruitment and training opportunities within our magazine.

ER Magazine is quarterly and sent out every Spring, Summer, Autumn and Winter. A circulation of 14,000 copies will be distributed throughout various Resettlement Centres, HIVES, Libraries, Education Centres, as well as Officers Messes, numerous Army Barracks, RAF Stations and Naval Bases across the whole of the UK. FREE copies will be sent to various Job Centres to help those who have already left the service and may require assistance. We will include a subscription form to ensure anybody who requires our help during their resettlement process receives a copy delivered FREE to their door.

In addition to the printed copy of the magazine there will also be an online copy viewable through our dedicated website www.easyresettlement.com

This will ensure a maximum coverage for our advertisers whilst also giving the help, support and advice via our blog and various social media to aid Ex-forces personnel with their transition.



We are the most pro-active resettlement magazine and have helped service leaver by previously paying £10,000 worth of ELC personal contribution fees as well as providing £100,000 worth of free training courses with our partner companies. This is the reason we have been featured as friends of the show on British Forces News and BFBS radio.

One of our team will contact with you shortly to discuss how we can help with your advertising requirements.

Kind Regards

Martin

Col Martin Newman
Editor, Easy Resettlement
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www.easyresettlement.com



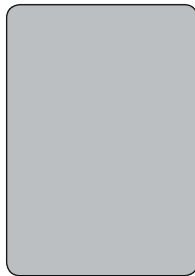
E a s y R e s e t t l e m e n t magazine

	Single	2 Insertions	4 Insertions
Double Page Spread	£3,995	£3,495	£2,995
Outside Back Cover	£2,995	£2,695	£2,395
Inside Back or Front Cover	£2,695	£2,395	£2,095
Full Page	£2,250	£2,100	£1,800
Half Page	£1,200	£1,050	£900
Quarter Page	£750	£600	£500

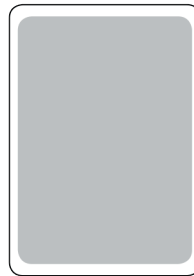
All adverts are Full Colour Prices Exclude VAT and Agency Rates



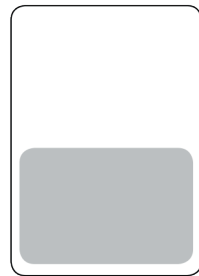
DOUBLE PAGE SPREAD WITH OR WITHOUT BLEED
426mm by 303mm or 400mm by 270mm



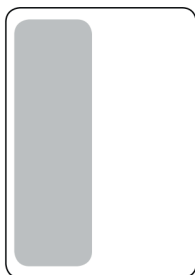
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216mm by 303mm



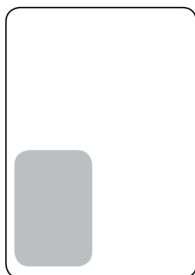
FULL PAGE WITHOUT BLEED
190mm by 270mm



HALF PAGE HORIZONTAL
190mm by 132mm



HALF PAGE VERTICAL
92mm by 270mm



QUARTER PAGE
92mm by 132mm

FINISHED ARTWORK:
Indesign, Illustrator or high resolution JPEG, TIFF or PDF (all images to be at least 300 dpi pixels/inch and no spot colours).

PLEASE SEND ALL ARTWORK TO:
design@easyresettlement.co.uk

FOR FURTHER ENQUIRES CONTACT OUR DESIGN STUDIO ON:
01536 521126



ER

£100,000 Giveaway

E a s y R e s e t t l e m e n t magazine

PARTNERS OF THE **£100,000** TRAINING GIVEAWAY.

SELECT PARTNER

Cost: £15,000 per annum

- Includes full page advert in prime position such as Inside Front/Back or Back cover.
- Double page spread of editorial in each issue.
- Banner advert on ER website linked to your website.
- A monthly email blast to our subscribers to promote your latest news/course dates.
- Company logo on front cover of the magazine.

FULL PAGE PARTNER

Book a full page advert in 4 issues and we will then buy a course or courses up to the value of £3,000 to give away to our readers.

We ask our readers to send you an email with when they joined service and when their exit date is along with any other relevant information about previous experience or courses attended. You then select a winner to attend a course that suits your course dates, but notify those who did not win about how they can use their resettlement funding and ELC contributions. This is a GUARANTEED way of generating a database of service leavers who are interested in training within your industry. In addition to your full page advert in every issue we include editorial about your company and course(s) you offer as well as a banner advert on our website and 2 email blasts to our 5,000 plus subscribers.

Half PAGE PARTNER

Book a half page advert in 4 issues and we will then buy a course or courses up to the value of £1,500 to give away to our readers.

We ask our readers to send you an email with when they joined service and when their exit date is along with any other relevant information about previous experience or courses attended. You then select a winner to attend a course that suits your course dates, but notify those who did not win about how they can use their resettlement funding and ELC contributions. This is a GUARANTEED way of generating a database of service leavers who are interested in training within your industry. In addition to your half page advert in every issue we include editorial about your company and course(s) you offer as well as a banner advert on our website and 2 email blasts to our 5,000 plus subscribers.

The Easy Resettlement Team

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www.easyresettlement.co.uk