



The Alliance is an established membership organisation and the **largest and most representative** early years membership organisation in England today. They offer **advice and guidance** to early years providers, students, practitioners, volunteers and professionals.

The Alliance's annual event is the leading member conference in the early years calendar. It **attracts over 600** committed senior professionals and practitioners who represent the full range of childcare services.

Under 5 is mailed to Alliance members **10 times per year**, and is read by **more than 60,000** early years practitioners and professional budget-holders, including: nursery managers, pre-school leaders and practitioners, crèche and children's centre managers, local authority purchasers and commissioners and many more.

The magazine is **recognised as a market leader**, delivering consistently high-quality editorial on key early years news and developments. This covers topics from the **latest policy updates** and sector insights to features on learning and development.

www.eyalliance.org.uk



14,000 MEMBERS:

33%

Nursery Manager

32%

Supervisor/
Pre-school leader

29%

Owner/
Proprietor

94%
KEY DECISION
MAKERS



60,000
READERS



**LARGEST EARLY YEARS
MEMBERSHIP ORGANISATION
IN ENGLAND**

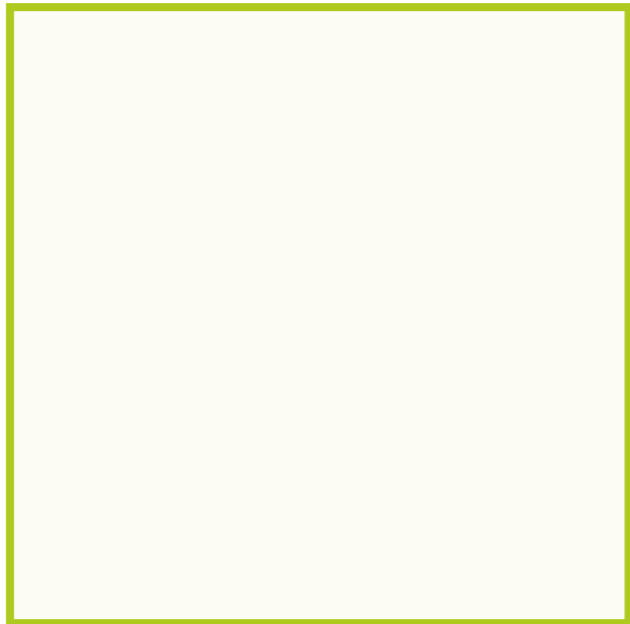
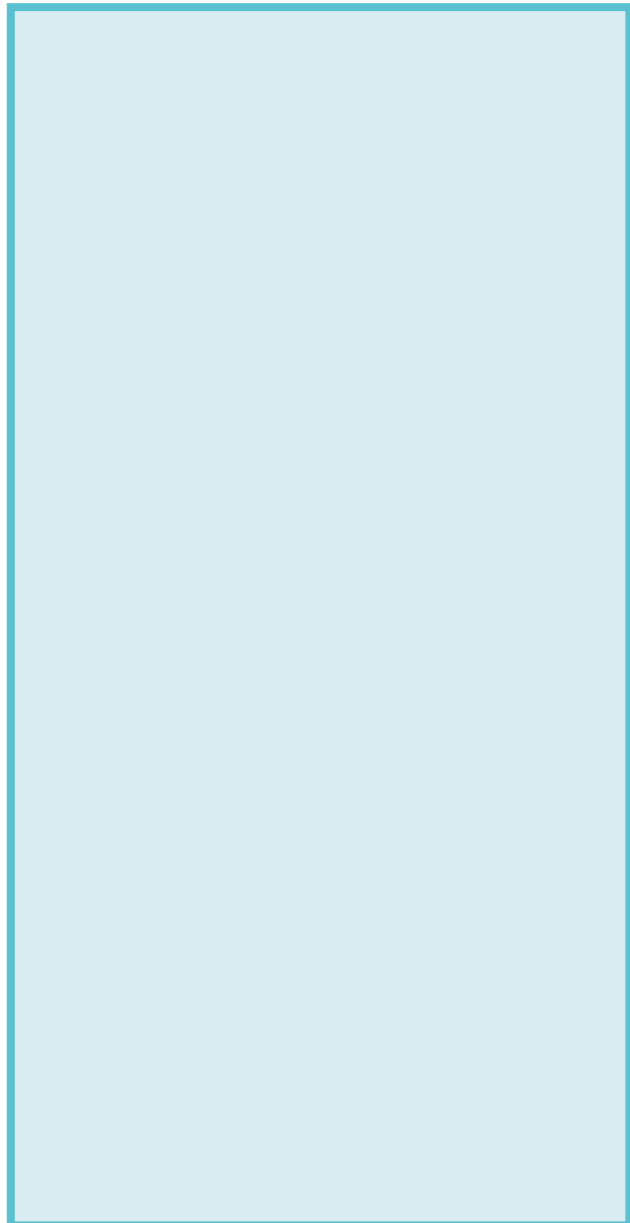
Under 5	Ad deadline	Publication date
January 2024	14 Dec	4 Jan
February 2024	23 Jan	1 Feb
March 2024	20 Feb	7 Mar
April 2024	20 Mar	6 Apr
May 2024	24 Apr	2 May
June 2024	22 May	6 Jun
July/August 2024	3 Jul	11 Jul
September 2024	21 Aug	5 Sep
October 2024	25 Sep	3 Oct
November/December 2024	30 Oct	14 Nov

Display	Price
Cover positions	£1,500
Double Page Spread	£2,995
Full Page	£1,250
Half Page	£750
Quarter Page	£395
Classified	Price
Half Page	£650
Quarter Page	£350
Eighth Page	£200
Sixteenth	£100

Under 5 Inserts (Up to 10/15/20 grams).....£95/£105/£115

- PACEY, The Childcare Professional – 26,000
- Teach Nursery – 15,000
- Nursery World – 11,000
- Nursery Management Today – 8,000
- NDNA, Nursery News – £26 11,000

All prices quoted are subject to VAT.



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The e-news is sent to around
12,500 readers each fortnight.

Banner dimensions:
Top: 600px x 120px (wxh) Top: 195px x 120px (wxh) Bottom: 0px x 120px (wxh) Left: 0px x 120px (wxh) Right: 0px x 120px (wxh)

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Advertising Specifications

Display	Type Area	Trim Size	Bleed
DPS	392 mm x 269 mm	416 mm x 295 mm	422 mm x 301 mm
Full Page	190 mm x 269 mm	208 mm x 295 mm	214 mm x 301 mm
Half Page (landscape)	190 mm x 132 mm	–	–
Half Page (portrait)	92.5 mm x 269 mm	–	–
Quarter Page (portrait)	92.5 mm x 132 mm	–	–
Classified			
Half Page (portrait)	90 mm x 262 mm	–	–
Half Page (landscape)	183 mm x 127.5 mm	–	–
Quarter Page (portrait)	90 mm x 127.5 mm	–	–
Quarter Page (landscape)	183 mm x 60 mm	–	–
Eighth Page	90 mm x 60 mm	–	–
Sixteenth Page	43.5 mm x 60 mm	–	–

Under 5 copy requirements

