

# Manchester Carers Forum – Monthly Newsletter



Manchester Carers Forum is a charity that provides support to unpaid carers in Manchester (or who care for a person that lives in Manchester). Unpaid carers save the country £87 billion every year and yet many carry out this care with little support. As a result carers often live in poverty, suffer ill health and can find themselves feeling isolated.

Manchester Carers Forum provide opportunities for carers in Manchester that include:

- Short Breaks
- Support Groups
- Pamper services
- Training
- Relaxation

Manchester Carers Forum also produces a monthly newsletter that is sent out for free to carers to let them know about these opportunities and other services that may be useful to them.

Manchester Carers Forum has developed a newsletter that is sent out on a monthly basis for 11 months of the year (at the end of November a bumper edition is sent out to cover events over the festive period). Organisations can place adverts in this newsletter to update carers and professionals about news, events and services that may be of interest to unpaid carers or the people that they are caring for. We currently produce 3,500 copies of the newsletter and it is circulated to the following:

- Over 1,300 copies are sent to carers' addresses (some households will have more than one carer living at that address).
- Over 1200 copies are sent to all social services departments and most voluntary sector organisations working with customers and carers directly. Departments and organisations can receive multiples of 5 – 100 copies depending on the number of carers they may come into contact with in any month.

- Over 500 copies are circulated to every doctor's surgery, health centre, and Walk In Centre in the Manchester area (over 100 destinations). Each destination receives 5 copies to be displayed in waiting areas so that members of the public can pick up a copy and take it away (or Doctors/Nurses can sign post carers to the publication).
- Over 150 copies are sent to every public library in Manchester. The Newsletter is then displayed at the Libraries 'Health Point' a collection of resources available to the public. Members of the public can take copies away with them for free.
- Remaining copies of the newsletter are distributed to community centres and Health Promotion Events around the city.

The newsletter is becoming so popular with carers and professionals in Manchester that we are aiming to increase the quantity produced by a minimum of 500 copies before the end of this financial year (2009 – 2010). The newsletter is funded by the advertising placed by organisations that have an interest in either reaching carers or supporting carers in the City of Manchester.

**Do you have a service/event that you would like to advertise in the Manchester Carers Forum newsletter?**

**Would you like to sponsor the newsletter and help fund this free monthly publication for carers?**

**Would you like to know more about the newsletter or any of Manchester Carers Forum services?**

**If the answer is YES, to any of these questions please take a look at prices and how to contact us on the next page.**

## Manchester Carers Forum Newsletter Price list for advertising

Size of Advert	1 Month/ Edition Organisations	1 Edition/ Month Community Groups	6 Months/ Editions Organisations	12 Months/ Editions Organisations
Full Page	<b><u>£125</u></b>	FREE	<b><u>£625</u></b> SAVE <b><u>£125</u></b>	<b><u>£1250</u></b> SAVE <b><u>£250</u></b>
Half Page	<b><u>£65</u></b>	FREE	<b><u>£325</u></b> SAVE <b><u>£65</u></b>	<b><u>£650</u></b> SAVE <b><u>£130</u></b>
Third of a Page	<b><u>£45</u></b>	FREE	<b><u>£225</u></b> SAVE <b><u>£45</u></b>	<b><u>£450</u></b> SAVE <b><u>£90</u></b>
Sponsorship Logo Board	<b><u>£15</u></b>	N/A	<b><u>£90</u></b>	<b><u>£180</u></b>

Please Contact: Nat O'Brien (Carers Development Officer)

Manchester Carers Forum,  
Swan Buildings, 20 Swan St,  
Manchester  
M4 5JW

[nat@manchestercarersforum.org.uk](mailto:nat@manchestercarersforum.org.uk)

TEL: 0161 819 2226

FAX: 0161 819 2227

You can view our most recent newsletter at

<http://www.manchestercarersforum.org.uk/documents/MCFNEWSPDFSEPTOCTo9WEB.pdf>