

Children & Young People Now

For decision makers and senior practitioners working with children, young people and families

Advertising rates 2025

PRINT RATES

Advert size	Rates	Measurements (width x height, mm)
Quarter page	£900	102x130
Half page	£1,500	209x130 (horizontal) or 102x260 (vertical)
Full page (trim size)	£2,450	225x295
Full page (bleed)		231x301
DPS (trim size)	£3,850	450x295
DPS (bleed)		456x301
Inserts	P.O.A	

ONLINE RATES

Ad format	cypnow.co.uk advertising costs	
	Rates	Measurements (pixels)
Leaderboard (20k impressions/month)	£1,200	728x90
Leaderboard (30k impressions/month)	£1,600	728x90
Leaderboard (40k impressions/month)	£1,950	728x90
MPU (20k impressions/month)	£1,200	300x250
MPU (30k impressions/month)	£1,600	300x250
MPU (40k impressions/month)	£1,950	
Wallpaper (Tenancy for 1 month)	£6,150	
Wallpaper (Tenancy for 2 weeks)	£4,150	
Interscroller (Tenancy for 1 month)	£2,950	
Maximum file size for creative = 39KB		
ONLINE SPONSORED FEATURE (max 800 words)	£2,750	

E-BULLETIN SPONSORSHIP

Bulletin name	Recipients	Rates
CYP Now Update (Mon, Weds, Thurs)	11,598	£1,650 (1 week, 3 bulletins)
Early Years and Education (Alternate Tuesday)	11,380	£1,100 (1 month, 2 bulletins)
Social care (Alternate Tuesday)	10,206	£1,100 (1 month, 2 bulletins)
Youth Justice (Alternate Friday)	10,437	£1,100 (1 month, 2 bulletins)
Youth work (Alternate Friday)	10,730	£1,100 (1 month, 2 bulletins)
E-bulletin dimensions - Leaderboard : 728x90; MPU : 300x250;		
Text box : jpg of logo plus 50-word description		

EMAIL MARKETING

Bespoke email shot to 12k opt-in third-party recipients £1,975

EVENTS

Conference exhibiting £1,750
Awards sponsorship £6,000

FURTHER OPPORTUNITIES

We also organise Webinars, Roundtable Debates, Practical Guides, Cover-wraps and other options to meet your needs

CONTACTS

Magazine, Website, Conferences and Awards

Claudia Johnson on:
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Production

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Subscriptions

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Audience breakdown

The areas of children's and young people's services that our audience work in:

Children's services	23.2%
Children's health	5.0%
Children's social care	9.6%
Education	19.5%
Early years	11.1%
Youth justice	4.2%
Youth work	15.9%
Other	11.5%

The types of organisations our audience work in:

Central government	1.7%
Local authority	37.6%
NHS	3.1%
School, FE or HE	14.7%
Voluntary sector or social enterprise	25.6%
Other	17.2%

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2025 schedule

SPECIAL REPORTS

Issue	Topic
January	Young child development
February	Childhood trauma
March	Youth employment
April	Artificial intelligence
May	Residential experiences
June	Commissioning
July	Healthy living
August	Parenting programmes
September	Missing school
October	Therapeutic residential care
November	Alternatives to custody
December	Young carers

SUPPLEMENT DATES

September	The Children's Workforce Guide to Qualifications & Training
December	The Awards Book Of The Night

CONFERENCES

January	Safeguarding Children in the Digital Age
March	Measurement, Evaluation and Impact
June	SEND Summit
September	Early Help

AWARDS

Held in November 2025, the Children & Young People Now Awards have become the gold standard for everyone working with children, young people and families. Sponsorship provides an unrivalled national stage in which to position your organisation as an authority in a particular aspect of children and young people's services.

