

FOI00809 Council Newsletter

Question	Answer
Name	South Cambs Magazine
Frequency	Quarterly
Distribution	61,500 (All residents' households)
How much it cost to produce and distribute in the last full financial year	£91,309 (production & delivery)
How much was budgeted in the financial year 2009/2010	£94,770 (production & delivery)
Advertising income 2008/9	£59,944
Expected advertising income 2009/10	£60,040
How much of that advertising, if any, comes from external sources	None
Which other public sector partners pay to run advertising in your newspaper, eg PCTs?	It varies per issue. In the last year, the magazine has carried adverts from the county council, police, and RECAP.
Whether recruitment advertising forms part of the advertising in your newspaper?	No, although a past issue has carried an advert for a vacant position at an external company. We haven't carried recruitment adverts for vacancies at the council.
A copy of an editorial policy guide, if one exists, which governs the material which is placed in the newspaper, and how it is decided	This is currently being reviewed.
A copy of an advertising policy guide, if one exists, which governs what sort of advertising is suitable.	This is currently being reviewed.
The number of people employed to put your newspaper/newsletter together, including total cost and staff organisation chart	The magazine is produced by the in-house communications team (2 FTE) with support from an editorial panel of service representatives. As this is part of the team's day-to-day work it is difficult to estimate the cost of this staff time.