

**CACHE  
ALUMNI**

POWERED BY NCFE

# Advertising with CACHE Alumni

MEDIA PACK  
**2024**







**CACHE**  
ALUMNI

**CACHE Alumni is an award-winning professional membership website supporting practitioners, learners, employers and educators throughout their learning and career journey.**

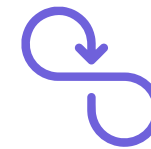
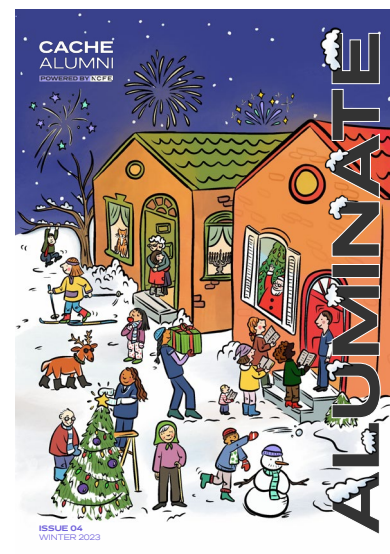
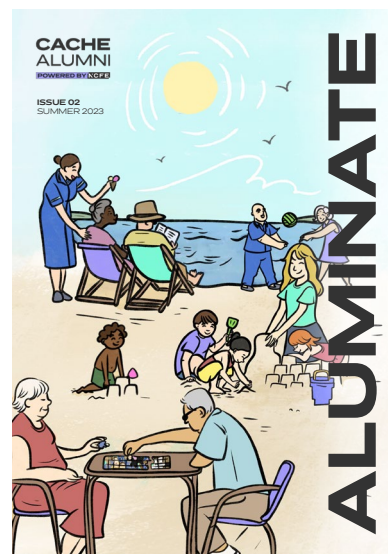
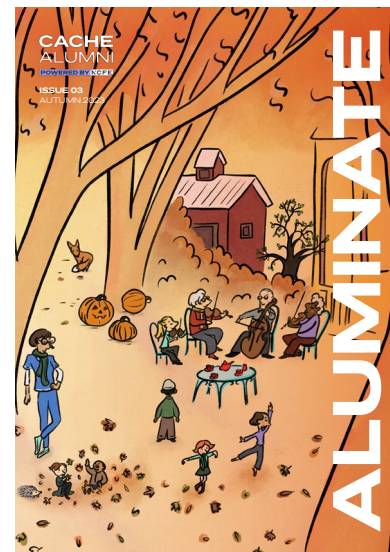
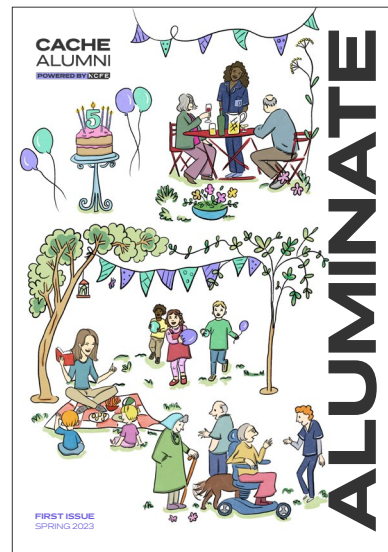
Aluminate is our quarterly magazine available exclusively to members, featuring valuable insights, success stories, and industry updates. We have an exciting opportunity for you to put your organisation's products or services in front of an engaged audience who work within the care, health, early years and education sectors.

Advertising opportunities are also available within POD-CACHE, our regular members' podcast featuring interviews, discussions and best practice from across the caring sector.



## Circulation

CACHE  
ALUMNI



**19,695**

CACHE Alumni members are currently signed up to receive quarterly Aluminate magazine emails.

**23.4%**

of Aluminate emails are forwarded on (around 2800 unique forwards per send).

**300**

average monthly POD-CACHE listeners, with some listening multiple times.



## Our members

**94%**

of CACHE Alumni members find our email communications to be useful or very useful.

**82%**

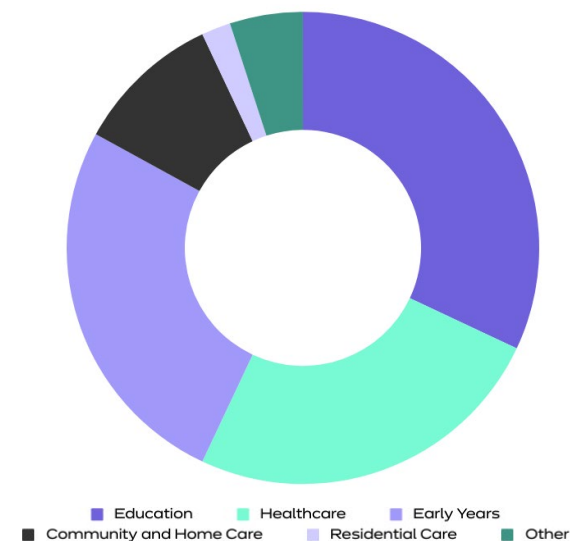
of CACHE Alumni members feel more equipped to perform their role because of resources available through CACHE Alumni.

**75%**

of CACHE Alumni members agree that their membership has helped them make the best decisions about their future progression.

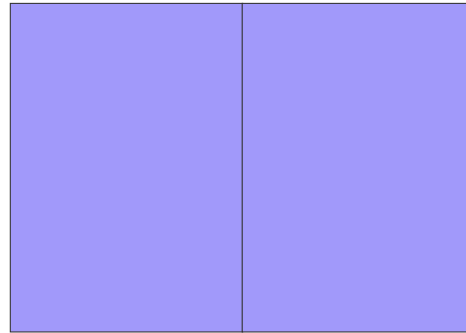
### Approximate breakdown of members by industry:

Sector	Members
Education	32%
Healthcare	25%
Early Years	26%
Community and Home Care	10%
Residential Care	2%
Other	5%





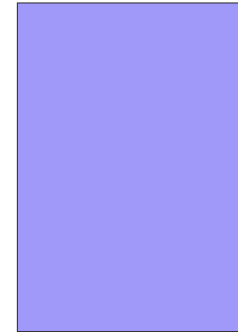
## Advertisement slots available in Aluminate magazine



### Double page spread

#### Specs

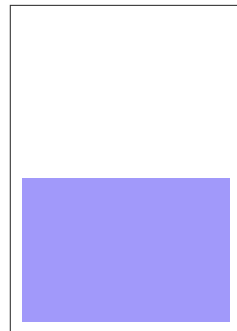
420 x 297mm | PDF



### Full page

#### Specs

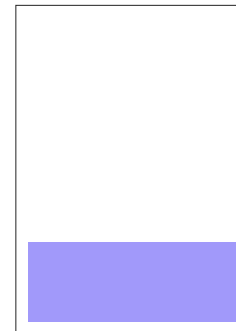
210 x 297mm | PDF



### Half page

#### Specs

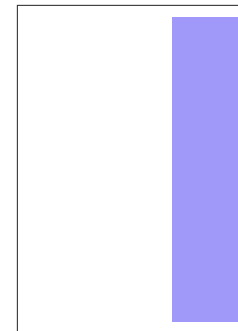
184 x 127mm | PDF



### Quarter page

#### Specs

184 x 68mm | PDF



### Strip

#### Specs

58 x 264mm | PDF

## Pricing

Quarter page: £300 | Half page: £500 | Full page: £800

Digital  
advertising

CACHE  
ALUMNI



What your  
advert could  
look like

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POWERED BY KCFE

## Compassion in action: implementing trauma-informed approaches

Join us for a transformative event designed for professionals in care, health, early years and education. Discover the power of trauma-informed approaches and learn how they can revolutionise your practice.

**Date:** 28 February 2024

**Where:** online

Find out more

Full page

Specs

210 x 297mm | PDF

may impact recovery, is the biological model of addiction which may impact future abstinence and relapse.

The brain and the body are the mechanisms allowing humans to function (Pinel & Barnes, 2017). For most people in recovery, the effects of their drug use on the brain and the body are rarely considered; it is important to understand how these mechanisms are affected by acute drug use (Volkow et al., 2009).

The habit-forming rituals of taking illegal drugs will lead to changes in the brain leading to the drug's salience, neuroadaptation, with long term effects. The absorption of the drugs will lead to the brain reward centres being hijacked, leaving the brain unable to respond to normal stimuli in the same way before drugs were consumed (Volkow et al., 2009; Pinel & Barnes, 2017).

### The role of the significant other

It is estimated that over one hundred million people have substance misuse and abuse addictions worldwide (Kourgiantakis & Ashcroft, 2018). The number of people affected by these addictions, including family members, friends, and anyone close to the individual with the addiction, adds significantly to those numbers (Kourgiantakis & Ashcroft, 2018).

The person who wants to stop their addiction may be apprehensive about

making the first step. The significant other may play an essential part in convincing an individual in addiction to seek treatment, encouraging them to enter treatment, enabling a positive approach to support the completion of treatment (McKay et al., 2009).

Kourgiantakis & Ashcroft's (2018) literature review mapped and categorised peer-reviewed studies relating to family interventions into substance addiction and gambling issues. Their method revealed that it is crucial to understand more about the criticality of support and what is needed for the significant other.

**In the next issue of Alumnate, I will further explore the complex road to recovery, dual diagnosis and the critical support of the significant other.**

### References

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Ellis, A., & Dryden, W. (1987). *The practice of rational-emotive therapy* (RETT). New York: Springer.  
Kourgiantakis, T., & Ashcroft, R. (2018). Family-focused practices in addictions: a scoping review protocol. *BMJ open*, 18(1), e019163-019163.  
McKay, J. R., Corliss, D., Dennis, M. L., Dupont, R., Humphreys, K., Korte, J., ... & Schwarzschild, J. (2009). Extending the benefits of addiction treatment: Practical strategies for continuing care and recovery. *Journal of Substance Abuse Treatment*.  
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Pinel, J. P., & Barnes, S. (2017). *Biopsychology*. Pearson Higher Ed. Harlow, United Kingdom.  
Singleton, N., Murray, R., & Tinsley, L. (Eds.). (2006). *Measuring different aspects of problem drug use: methodological developments*. London: Home Office.  
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### POD-CACHE

Join the CACHE team as they interview interesting people from across the caring sector.

An award-winning podcast for everyone, from the specialists in care, health, childcare and education.

Listen now

ALUMNATE WINTER 23 | 9

Strip

Specs

58 x 264mm | PDF



# What your advert could look like

CACHE  
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**CACHE  
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POWERED BY KCFC

**Learning  
Excellence  
Awards**

We are excited to announce CACHE Alumni as a finalist in the 2024 Learning Excellence Awards, after winning with POD-CACHE in 2023. Thanks to all of our amazing members for making the network what it is.

Wish us luck and stay tuned to see how we do!

**CACHE  
ALUMNI**  
POWERED BY KCFC

**Momentum: mastering mid-year goal setting for practitioners**

Goal setting and planning techniques to help you ignite your passion and follow your success in the care, health, early years, and education sectors.

**Date:** May/June 2024    **Where:** online

[Find out more](#)

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## Half page

### Specs

184 x 127mm | PDF

**Create your own career pathway with Skillzminer**

With automated skills analysis, access to **over 200,000 vacancies** across the UK, live labour market information and a powerful engine, Skillzminer has everything you need to get started in the right direction!

**Start your career journey today.**

[Find out more](#)

energy consumption and increased greenhouse gas emissions, chemical pollution and contamination, landfill growth / increased non-recyclable waste, limited preserved and protected habitats, unrestrained urbanisation, climate change, primary and secondary forest loss, etc.

**Animal health challenges** include but not limited to changing animal migratory patterns, wildlife depletion and extinction, poor biosecurity, uncontrolled non-native species into new ecosystems, irresponsible pet ownership and care, shrinking wildlife corridors, poor conditions and standards of animal welfare and protection, intensified aquaculture/livestock and wildlife farming systems, disease emergence and pathogen spillover, etc.

Climate change is currently influencing human and animal migration, the increase in extreme weather events, and pollution. There has also been

a steady increase of infectious disease outbreaks since 1980; up to 75% of new emerging infectious diseases and 65% of known infectious diseases are zoonotic in origin.

**Covid-19 and the One Health approach**

With the emergence of the SARS-CoV-2 virus, the need to strengthen the One Health approach has increased. The approach of many countries around the world to attempt to save money through neglect of systems has proved to be a false economy and countries are now paying the bill multiple times over.

The Covid-19 experience has identified the importance of collaboration across nations and continents to reduce risks of future epidemics and pandemics, while also addressing ongoing issues and burdens endemic and non-communicable diseases. The UK is one of the countries that are taking actions and making policy in alignment with the One Health approach. We can therefore see the

importance of a unified national health but global health, and not just for humans but also for animals and the environment, as all three of these are interconnected.

Any successful public health intervention will require cooperation and unification, working with human, animal, and environmental health professionals. While it is recognised that these three areas are of major importance, it must also be remembered that there are other relevant and important people in the One Health approach, including law enforcement, agriculture, policymakers, communities, educators and even pet owners. No one person, sector or organisation can address impacting issues at the human-animal-environment interface alone.

**Further reading**

[UK Government - Public health and climate change: a One Health approach, July 2023](#)

[World Health Organisation \(WHO\) - The One Health approach and Key Recommendations of the Quadripartite, June 2023](#)

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## Quarter page

### Specs

184 x 68mm | PDF



## Got something to advertise?

We'd love to chat more about how your organisation could advertise within CACHE Alumni's Aluminate magazine or POD-CACHE.

Email **[markmcdonagh@ncfe.org.uk](mailto:markmcdonagh@ncfe.org.uk)** to get started.