

## Premier NexGen – Faith in their future

**A newly designed website links the YCW magazine with a wider ministry to parents.**

Content includes:

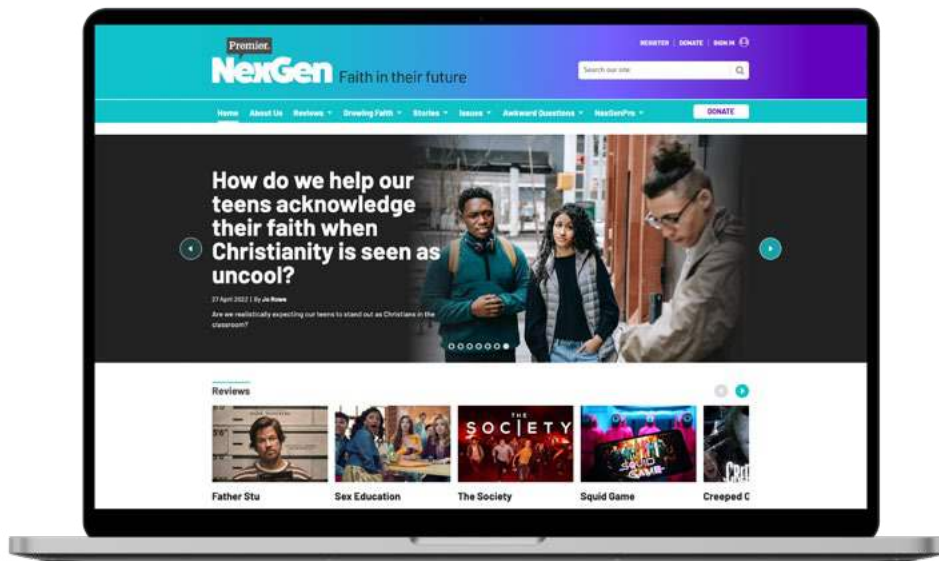
- Answers to awkward questions
- Reviews of the latest films, series on TV and to stream
- Encouraging stories and testimonies about parenting
- Insights into critical topics for parenting: mental health, school life, relationships
- Multi media material (planned)

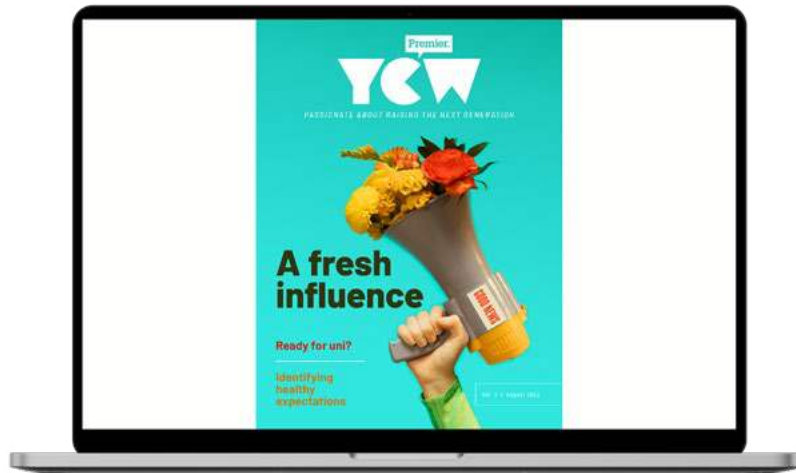
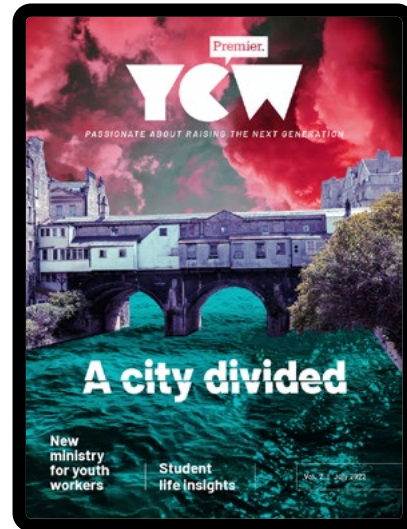
Over **3000** pieces of content designed to assist a biblical understanding of the cultures in which young people and children operate, including the regular fresh monthly content for the magazine.

The website acts as a hub for resources for church workers and parents.

NexGen Pro is for the subscribers, with other content is largely free to registered visitors.

The digital format enables readers to easily access website and materials linked to advertised content.





## NexGen includes YCW Magazine

YCW is the 'trade magazine' for youth and children's workers in the UK. It covers all denominations and seeks to inspire, encourage and resource church and schools' workers in their regular work with young people.

Launched in 1991 as a pull out in the monthly magazine *Alpha*, *Youthwork* magazine soon became a monthly title serving the growing army of youth workers. It later merged with a sister title *Children's Work* in 2017 to form *Premier Youth and Children's Work*. In June 2020, it became a weekly digital magazine, and reverted to monthly digital in May 2022.



## The NexGen Audience

Its content aims to serve youth workers, children's workers, families workers, schools' workers (full-time, part time and volunteers) keen to see children and young people flourish in their faith.

In addition, it helps church leaders understand the youth scene and start or re-start ministry to children and young people.

As the 'trade magazine' for youth and children's workers, the magazine has traditionally been a place where readers have found their next job via Premier Job Search.



## Regular Contributors

Regular monthly content includes:

- Leadership, Managing staff and volunteers, Families work, Schools' Work, Additional Needs, Safeguarding, Practical skills
- Engaging curriculum for infant, primary and secondary school-age children
- Ready to use guides on a range of topics: music, movie, parable, mentoring, journaling, crafts
- Latest news and reflections on cultural trends



Mark Oestricher



David Argall



Alex Taylor



Rachel Turner



Tim Alford



Mark Arnold

## Advertising

Display adverts help build brand credibility, have high levels of recall, and are memorable, delivering their message long after publication date.

### On page display and advertorial

We specialise in creating engaging on page advertising content that drives high levels of interaction and loyalty. Adding insightful editorial to an on page display.

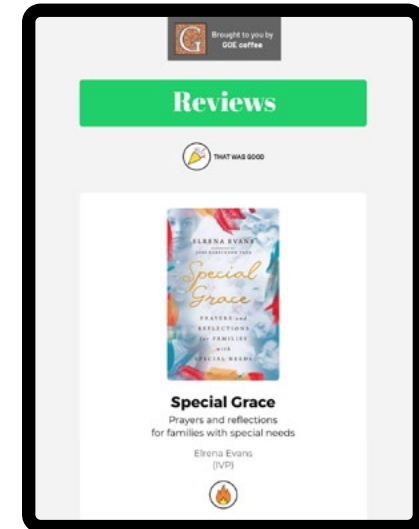


### Guidelines

The design of the advertorial must be distinct from the design and style of Premier Youth and Childrenswork magazine. The advertorial must not be a deliberate attempt to mislead readers into thinking they are looking at Premier Youth and Childrenswork editorial content. The style of the fonts used and layout must look different to house style of the magazine.

## Sponsorship

Sponsorship makes your brand trusted and memorable, significantly raising awareness. Associating your organisation with Premier NexGen brings your brand story to the forefront of people minds, encouraging loyalty and engagement.



## Submissions

We commission a range of articles for the [www.premiernexgen](http://www.premiernexgen) website. If you look at the tabs on the website, you will see the range of material including background to topics, answers to awkward questions, testimonies of God's faithfulness and reviews of the latest books, films and TV series: all aimed at those caring about the faith of the next generation of the church.


If you are a wordsmith and see the world through a Christian lense, and would like to suggest an article then please feel free to get in touch:

E-mail [andy.peck@premier.org.uk](mailto:andy.peck@premier.org.uk) with an outline of around 200 words explaining what you want to say and which topics you wish to address.

We are especially interested in material relating to topics attracting interest in each day's news cycle.

We will try and reply as soon as we can but do send a follow up e-mail if you have not heard within a week.

Many of the contributions are free, though we do have a small budget for those who make a living from writing.



**A Christian  
convert in an  
ancient church**

Reflecting on poet and author Paul Kinganorth's recent conversion to Eastern Orthodoxy, **Harry Howard** explains why his own journey to faith has also led him to an ancient form of Christianity.