

Half-page and full-page profiles: word count guidelines

Half-page and full-page profiles allow you to be creative, and use several images, perhaps drawings or writings from the child or children. The layout and design of the profile will depend on the material you send in, and the amount of text. We will work with our designer to present the text and images in the best possible way.

Each profile will look slightly different, but we have provided below some guidelines on how much text you can include on the profile, depending on how many images or photographs you would like to include. Please note that all the information given in the profile, including ethnicity, family needed etc also goes towards the word count.

If you have specific queries, please do not hesitate to contact the Be My Parent editorial team on 020 7421 2664/63/58/62.

1. Half-page profiles

- **Single child**

| | |
|----------------------|----------------|
| One very large photo | ~250-300 words |
| Large photo | ~350 words |
| Two small photos | ~430 words |
| Three small photos | ~ 380 words |

- **Two children**

| | |
|--------------------------------------|----------------|
| One very large photo | ~250-300 words |
| One smaller photo and two thumbnails | |
| Large photo | ~350 words |
| Two small photos | ~430 words |
| Three small photos | ~ 380 words |

- **Three children**

| | |
|---|----------------|
| One large group photo | ~450-480 words |
| One group photo plus three thumbnails | ~400-450 words |
| One small group photo plus three thumbnails | ~500-550 words |
| Three thumbnail photos | ~450-490 words |

- **Four children**

| | |
|--------------------------------------|----------------|
| One large group photo | ~450-480 words |
| One group photo plus four thumbnails | ~380-420 words |
| Four thumbnail photos | ~400-450 words |

2. Full-page profiles

A full page should usually give you all the space you need to include several photographs and the text you require. The word counts below are indications, based on the designs of the profiles worked on so far. For more information, please contact the Be My Parent editorial team on 020 7421 2664/63/58/62.

- **Single child**

| | |
|---|----------------|
| One very large photo (half the page or slightly more) Two large photos | ~250-500 words |
|---|----------------|

- **Two children**

| | |
|---|----------------|
| One very large photo (half the page or slightly more) Two large photos | ~250-500 words |
|---|----------------|

- **Three children**

| | |
|--|----------------|
| One group photo plus three individual photos | ~350-600 words |
|--|----------------|

- **Four children**

| | |
|---|----------------|
| One group photo plus four individual photos | ~450-600 words |
|---|----------------|

- **Five children**

| | |
|---|----------------|
| One group photo plus five individual photos | ~550-650 words |
|---|----------------|

- **Six children**

| | |
|--|----------------|
| One group photo plus six individual photos | ~600-700 words |
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