

QUIDS IN! MAGAZINE

Quids in!
INFORMATION SHEET

TELL ME ABOUT QUIDS IN! MAGAZINE

Quids in! is a quarterly financial inclusion magazine which offers money management and debt advice to people on low incomes.

It's available to people in social housing and users of services that help people with debt, savings and improving their income. Landlords and agencies buy *Quids in!* in bulk and distribute it for free, sometimes as a supplement to their tenant or customer newsletters.

The publication is available in English and Scottish versions and as a dual-language version for Wales. It reaches over 300,000 households every year.

WHY WOULD SOCIAL LANDLORDS WANT THE MAGAZINE?

This is not a magazine for housing officers but for people on low incomes, and that is central to our ideas. Housing Associations' tenant newsletters have an important role to play in the resident/landlord relationship and often remain relatively formal. *Quids in!* is independent and can break this mould. Tenant newsletters include vital information about local initiatives to help readers with finances but *Quids in!* stresses the importance of getting help wherever possible and aims to increase local take up. The real-life stories from across the UK inspire and reassure readers who feel isolated and helpless. The information we provide and that of the landlord complement each other well, because *Quids in!* takes an informal approach and doesn't have the financial relationship with tenants a housing association does.

ENGLISH OR SCOTTISH

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WELSH (Dual language)

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and clear print
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please ask us!**

"What I like most about *Quids in!* is all the help and useful advice it gives that has helped me personally."
Mrs C Callahan, Bristol

"In these current times [our residents] need all the advice they can get and it is hard to make it look attractive and interesting. But with *Quids in!* you have done this."
**Caroline Marshall,
Rockingham Forest HA**

"These are exactly the issues our readers need to know about"
**Liz Turner, Paradigm
Housing**

"*Quids in!* magazine is very informed and fun to read!"
Mrs J Parry, Aberystwyth

To order *Quids in!* email sales@socialpublishingproject.com or call 08456 460 469.

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