

TREE OF LIFE

ADVERTISEMENT RATES FOR SPRING/SUMMER 2012

Issue Print Run 8,000 Readership 16,000 (estimated)
Tree of Life Magazine is ran on a not-for-profit community basis

Twelfth Page	£54
Eighth Page	£72
Quarter Page	£108
Half page	£199
Full Page	£362
Inside Front Cover	£423
Inside Back Cover	£423
Outside Back Cover	£483

Please note there is an extra 10% charge for specific position requests.

A6 Inserts to the Magazine	£60 per 1000 inserts
A5 Inserts to the Magazine	£78 per 1000 inserts
A4 Inserts to the Magazine	£96 per 1000 inserts

4 ADVERTS FOR THE PRICE OF 3

If you pay in advance for the same advertisement (priced above) to run for **4 issues over one year** (the magazine is published quarterly), **then the cost is only that of 3.**

NON-COMPUTER-LITERATE EASY BOX ADVERT

1/12 page (60mm x 60mm) basic layout –
up to 50 words max with no images and no frills: **£30**

FOR THE NOTICE BOARD OF THE MAGAZINE

Dates for your Diary, Ongoing Groups and The Holistic Directory
the advertising rate is:
Classified Lineage **50 pence per word (minimum 10 words)**

SPECIFICATION

	D	W
Full page Trim	297mm x 210mm	
Bleed	303 mm x 216mm	
Type area	277mm x 190mm	
Half page (with no bleed)	135 mm x 190mm	
Bleed	148mm x 216mm	
Trim	145mm x 210mm	
Quarter page (portrait)	135mm x 93mm	
Eighth page (Landscape)	65mm x 93mm	
Twelfth Page	60mm x 60mm	

PROFESSIONALLY DESIGNED ADVERTS

By **Ellie Rich - Tree of Life Graphic Designer**

ellierichdesign@gmail.com
07724 901579

1/8 page £35

1/4 Page £50

1/2 Page £75

Full Page £125

Submitted adverts should be complete, to exact size and saved as .pdf, .eps, .jpeg or .tiff.

Colour format should be CMYK (No Pantone colours) and any Images should be 300dpi or higher.

PDF's should be exported at High Resolution/Final PDF settings.

Quality and proofing are the responsibility of the advertiser in all cases. This includes ensuring that all finished advertising copy sent to us in pdf format has the fonts embedded. Failure to do this will result in the advertisement appearing with different fonts from those sent.

Microsoft Word/Office/Works/ files are not acceptable for complete adverts containing pictures, logos or any graphic element.

Microsoft Publisher files are not acceptable under any circumstances.

Text-only display adverts and lineage, images and text for design may be sent in MS Word, Microsoft Works files (.wps) are not acceptable unless they contain only plain text.

Lineage may also be sent in any other readable form including handwritten, typed, or open e-mail.

Adverts in the online version of Tree of Life may appear differently as necessary for optimum on-screen appearance of the magazine.

The advertising rates quoted from time to time by Tree of Life magazine are for inclusion in the printed version only and payable in advance.

Inclusion of display adverts in the online version is dependent upon successful conversion from the printed format and is not charged for.

Lineage adverts appear in both printed and online magazines.

Banner adverts for the online magazine only may become available later. The publishers reserve the right to refuse any advert they consider unsuitable.

Advertisement copy may be submitted by post (on disc) or email (address below)

Copy submitted by email, as well as conforming to the specifications and conditions above, must be virus-free. Any submitted copy or the email by which it was sent found to contain a virus, worm, trojan horse or other type of malware will be destroyed and the sender notified to re-submit copy after his or her computer has been cleaned of any virus.

Advertisement copy deadline: 21 February 2012

NB: Deadlines are for print-ready/pdf/jpegs and copy only (the magazine will be published in early April 2012)

Tree of Life Magazine

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Any technical or advert design queries Email: **ellierichdesign@gmail.com** or Phone: **07724 901579**