

TREE OF LIFE

Advertisement Rates

for Autumn/Winter 2010 Issue Print Run 5,000 Readership 10,000 (estimated)
(Tree of Life Magazine is ran on a not-for-profit community basis)

Twelfth Page.....	£50
Eighth Page.....	£66
Quarter Page.....	£99
Third page.....	£127
Half page.....	£182
Full Page.....	£330
Inside Front Cover.....	£385
Inside Back Cover.....	£385
Outside Back Cover.....	£440
A6 Inserts to the Magazine.....	£55 per 1000 inserts
A5 Inserts to the Magazine.....	£72 per 1000 inserts
A4 Inserts to the Magazine.....	£88 per 1000 inserts

Also, 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 ad: 1/12 page (60mm x 60mm) basic layout – up to 50 words max with no images and no frills: £28

For the Notice Board of the Magazine:

Dates for your Diary, Ongoing Groups and The Holistic Directory the advertising rate is:
Classified Lineage 45 pence per word, minimum 10 words.

Mechanical data

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

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 Jpegs, Tiffs, Eps files should be 300dpi or higher, PDF's exported at High Resolution. Resolution, 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.

Adverts can be professionally designed the rates are 1/8 page £25, 1/4 Page £40, 1/2 Page £55, Full Page £110 depending on complexity, preferably 2 weeks notice is required prior to deadline date and proofing and checking is the advertisers responsibility.

PLEASE READ THE TERMS: 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 or email (addresses below), CD-ROM. 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 should be sent by post to:

Tree of Life magazine, 99 Blenheim Road, Moseley, Birmingham B13 9UA. Please email advertisements to: editors@treeoflifemagazine.com

Advertisement copy deadline: August 27th 2010

Tree of Life Magazine

99 Blenheim Road, Moseley, Birmingham B13 9UA Tel: 0121 449 4086 Mobile: 078 3335 8896

Email: editors@treeoflifemagazine.com Website: www.treeoflifemagazine.com

Any technical or advert design queries Email: richardpettitt797@btinternet.com or Phone: 07837 381980