



THE  
READER

# 2017 Rates & Data

- 2 Readership
- 3 Useful information
- 4 Rates – Standard positions
- 5 Rates – Premium positions (non-bleed advertisements)
- 6 Rates – Premium positions (bleed advertisements)
- 7 Website advertisements
- 7 Loose inserts

## Contact

**Kevin Wild**

The Reader Advertising Manager

Wild Associates Ltd

Ocean House

4 Castle View

Long Rock

Penzance

Cornwall

TR20 8AD

01736 333 449

[kw@wildassociates.com](mailto:kw@wildassociates.com)



## Readership

With a circulation of around 10,000 copies quarterly, *The Reader* aims to assist the ten thousand *Readers* in the British Isles and Europe in the exercise of their ministry by stimulating them theologically and encouraging them to spread the gospel of Jesus Christ effectively in their dioceses. *The Reader* reflects the work of the Central Readers' Council and the Church of England generally, while being aware of the worldwide Anglican Communion.

Readers undergo a rigorous academic training before taking up their ministry, which means that most come from professional backgrounds, although they work in parishes and communities of all kinds throughout the country. All but a handful offer their services voluntarily, which can be difficult with a growing family, so the majority of Readers no longer have children of school age. Quite often they are able to become even more active once they have retired from full-time employment. Reader ministry is of course open to both men and women, and the division between the sexes is almost exactly 50/50 at present. Readers work closely with other lay ministers, like youth workers, chaplains, evangelists and so on, and in some dioceses these people also receive copies of *The Reader*.



## Useful information

### Book your advertisement space now

**Kevin Wild**  
01736 333 449  
kw@wildassociates.com

### Series discounts

The following discounts are available for advanced bookings made at the same time, within the same calendar year:

2 advertisements **2½%**  
3 advertisements **5%**  
4 advertisements **10%**

These discounts will then apply to web adverts (p6) if they are booked at the same time.

### Agency Discounts

10% where appropriate

### Artwork requirements

Please send the artwork of your advertisements for the magazine as follows:

Resolution – 300dpi  
Colour Mode – CMYK  
File format – PDF or JPEG  
All fonts as outlines

### Themes for 2017

**Spring** Music and Worship  
**Summer** Pioneer Ministry  
**Autumn** The Reformation  
**Winter** Spirituality

### Please send your artwork to

[studio@wildassociates.com](mailto:studio@wildassociates.com)

### Design and artwork service

We will be pleased to help with design and artwork if that would be helpful. Simply contact **Kevin Wild** for an estimate and to discuss your requirements.

### Important dates

#### Spring

Final booking date for Ads	Nov 18
Copy date for Ad artwork	Nov 23
Your inserts to printer by	Jan 26
Publishing date	Mid Feb

#### Summer

Final booking date for Ads	Feb 24
Copy date for Ad artwork	Mar 3
Your inserts to printer by	April 27
Publishing date	Mid May

#### Autumn

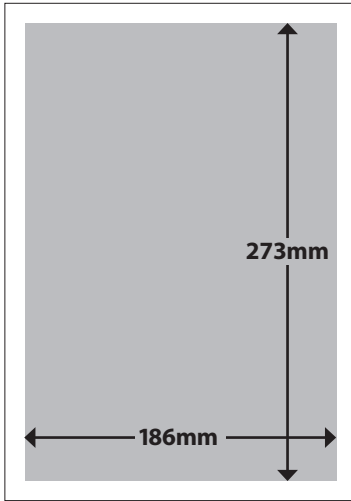
Final booking date for Ads	May 26
Copy date for Ad artwork	June 2
Your inserts to printer by	July 27
Publishing date	End Aug

#### Winter

Final booking date for Ads	Aug 25
Copy date for Ad artwork	Sep 1
Your inserts to printer by	Oct 26
Publishing date	Mid Nov



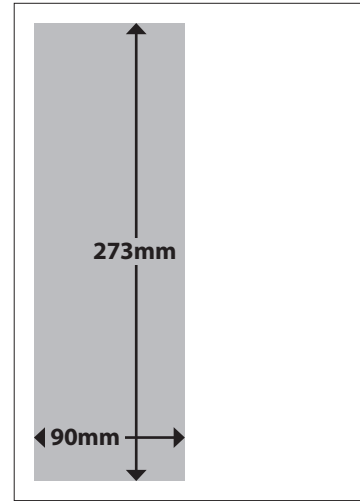
## Rates – Standard positions



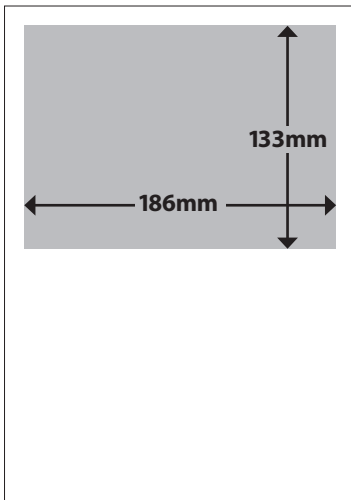
**Full page**  
**£558**

**Full page with bleed**  
297mmx210mm  
and add  
3mm bleed  
all around.

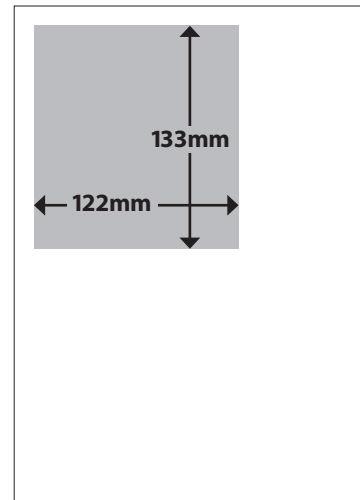
**£577**



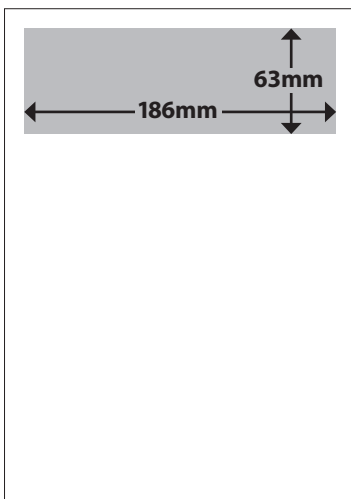
**1/2 page vertical**  
**£353**



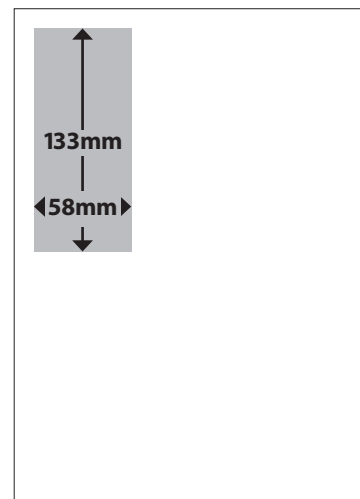
**1/2 page horizontal**  
**£303**



**1/3 page**  
**£195**



**1/4 page**  
**£195**

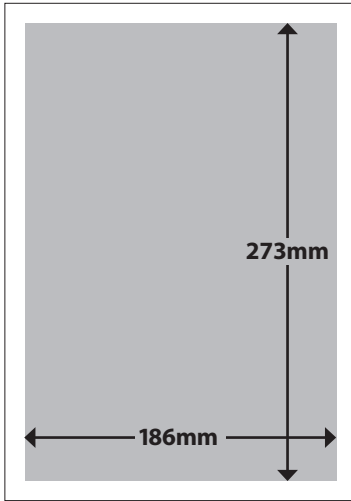


**1/6 page**  
**£109**



## Rates – Premium positions (non-bleed advertisements)

Outside Back Cover | Inside Front Cover | Inside Back Cover

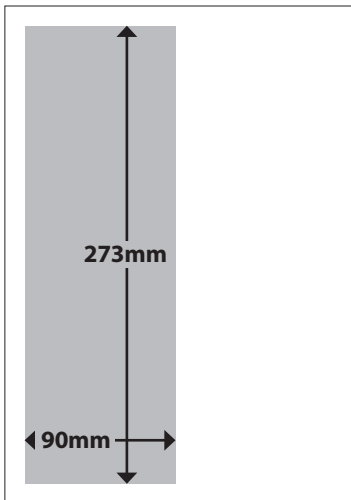


### Full page

Outside Back Cover  
**£770**

Inside Front Cover  
**£680**

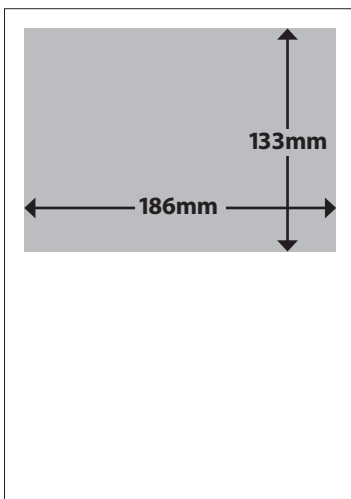
Inside Back Cover  
**£653**



### 1/2 page vertical

Inside Front Cover  
**£449**

Inside Back Cover  
**£413**



### 1/2 page horizontal

Inside Front Cover  
**£449**

Inside Back Cover  
**£413**



## Rates – Premium positions (bleed advertisements)

Outside Back Cover | Inside Front Cover | Inside Back Cover

**Full page**  
...and add 3mm bleed all around

297mm

210mm

Add 3mm bleed (red area)

Outside Back Cover  
**£781**

Inside Front Cover  
**£690**

Inside Back Cover  
**£665**

**1/2 page vertical**  
...and add 3mm bleed all around

297mm

102mm

Add 3mm bleed (red area)

Inside Front Cover  
**£418**

Inside Back Cover  
**£424**

**1/2 page horizontal**  
...and add 3mm bleed all around

145mm

210mm

Add 3mm bleed (red area)

Inside Front Cover  
**£418**

Inside Back Cover  
**£424**



## Website advertisements

The national Readers' Website has a wide and varied audience, which is not just restricted to Readers. Visitors range from those who use it regularly to access information, resources and the Reader Forum, through to those who dip in occasionally or even accidentally.

The site has a current average in excess of 62,000 page hits per month, with over 5,600 unique visitors per month which equates to around 13,000 visits per month i.e. averaging nearly 3 visits per unique visitor.

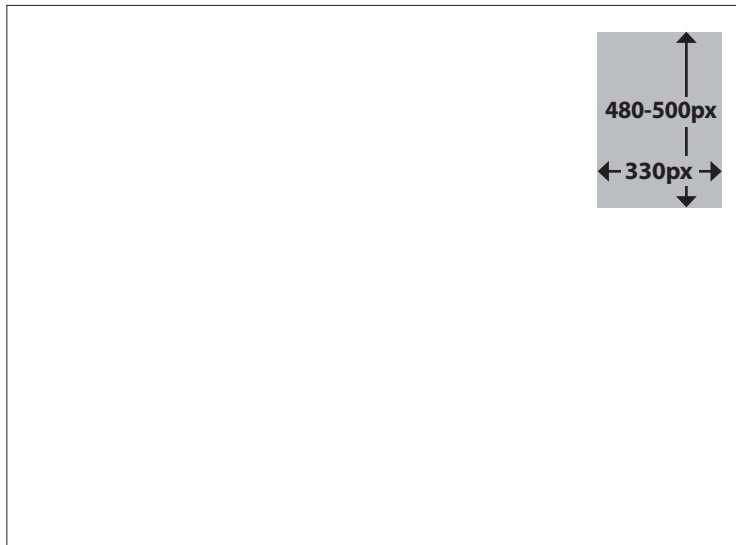
Adverts are displayed cyclically (two to a page) on all website pages

Please supply your web advert as follows:

Static

In gif, jpeg or bmp format

Supply details of the link to your own webpage



3 months

**£95**

6 months

**£176**

9 months

**£258**

12 months

**£295**

We will be pleased to quote for other display durations.

If website adverts are booked at the same time as series magazine adverts, the series discount rates will apply (see p2).

## Loose inserts

Max weight 40gms

Per insert, per issue

**£730**

We will inform you of the address of our mailing house in plenty of time, prior to the magazine being printed. Your inserts need to be there on, or before, the following dates:

**Spring 17.1**

26 Jan 2017

**Summer 17.2**

27 April 2017

**Autumn 17.3**

27 July 2017

**Winter 17.4**

26 Oct 2017

### Please send your inserts labelled as follows:

- Name of your organisation (and contact name and telephone number)
- Magazine it is for – (Reader Magazine)
- The issue it is for (eg. Spring 2017 – 17.1)
- The quantity supplied (10,000)

### Inserts need to be:

Machine feed-able, with 1 closed edge (this basically means that they can be mechanically picked off the mailing line stations then dropped onto/into the magazine, which is easily done with flyers or supplements). Problematical items would be tiny things like credit card-sized or novelty objects, as it's not possible mechanically to pick them up or stack them on the station. Items such as that would need to be manually dropped on and therefore be subject to a surcharge.