



THE
READER

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Themes for 2018

Spring (18.1) - Lay Ministry

Bishop Martyn Snow, Chair of the Central Readers' Council, sets out his vision for the direction and future of Reader ministry. Other articles explore the theology of being lay, and the results of the Church of England's Ministry Division working group's exploration of lay ministry as well as looking at Reader ministry in two contrasting contexts.

Summer (18.2) - War and Peace

This issue looks at ways of remembering war, including practical suggestions for leading a Remembrance Day service. The doctrine of a 'Just War' will be explained, and there will be articles on peacemaking initiatives which are all too relevant today.

Autumn (18.3) - Ministering with the Young

'The young' is a term usually used for primary school age children, and ways of ministering effectively to this group (whether in a church setting or elsewhere – such as school itself) will be explored. However, the topic of how to engage and minister to teenagers will also be covered, as will the essential subject of safeguarding.

Winter (18.4) - Preaching on Paul

It is always good to have one issue in the year which concentrates on interpreting and communicating the message of scripture. This issue will contain articles by noted theologians to help Readers get to grips with the Pauline Epistles as part of their preaching and teaching ministry.

The theme sections account for about 30-35% of each issue. There will be other feature articles in every one, along with at least four pages of book reviews, news from the Central Readers' Council and other topics of interest.

Readership

With a circulation of around 9,100 copies quarterly, *The Reader* aims to assist the thousands of *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 also apply to web adverts and inserts (details on p7) 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 2018

Spring Lay Ministry

Summer War and Peace

Autumn Ministering with the Young

Winter Preaching on Paul

Please send your artwork to

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 (Published - Mid Feb)

Final booking date for Ads Dec 5

Copy date for Ad artwork Dec 18

Your inserts to printer by Jan 25

Mailed out (approx. date) Feb 9

Summer (Published - Mid May)

Final booking date for Ads Feb 23

Copy date for Ad artwork Mar 2

Your inserts to printer by April 26

Mailed out (approx. date) May 11

Autumn (Published - Mid Aug)

Final booking date for Ads May 25

Copy date for Ad artwork June 1

Your inserts to printer by July 26

Mailed out (approx. date) Aug 10

Winter (Published - Mid Nov)

Final booking date for Ads Aug 24

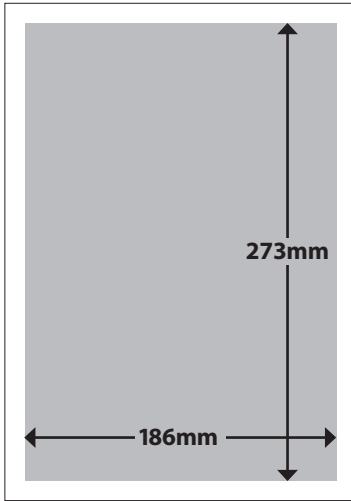
Copy date for Ad artwork Aug 31

Your inserts to printer by Oct 25

Mailed out (approx. date) Nov 9



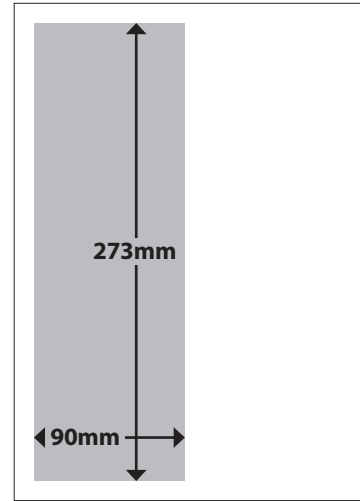
Rates – Standard positions



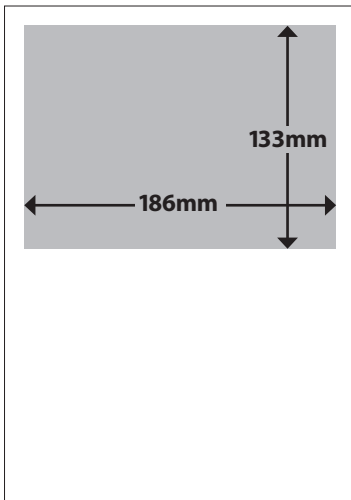
Full page
£586

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

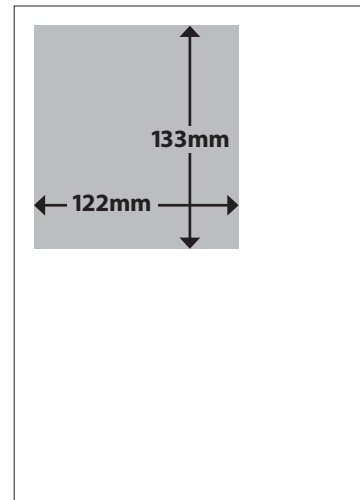
£577 £606



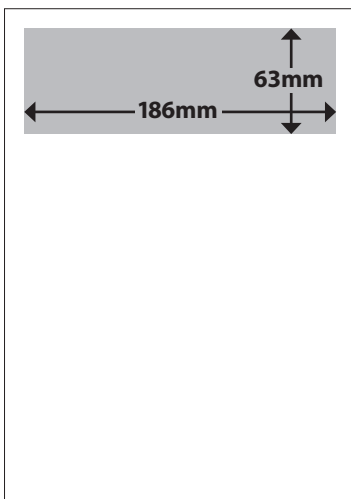
1/2 page vertical
£371



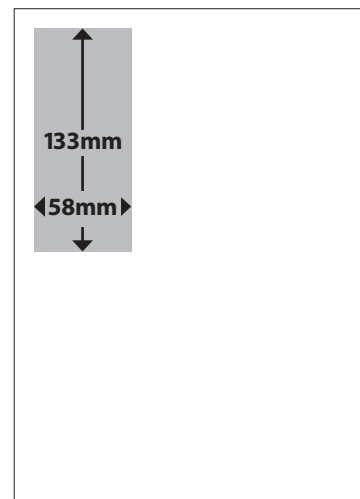
1/2 page horizontal
£318



1/3 page
£205



1/4 page
£205

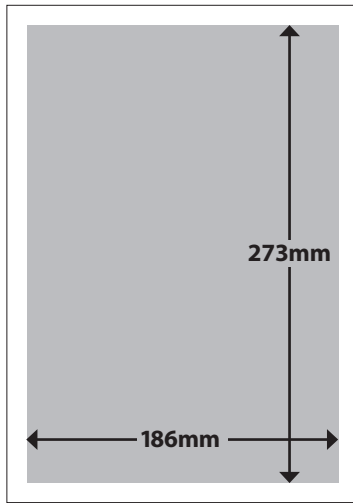


1/6 page
£115



Rates – Premium positions (non-bleed advertisements)

Outside Back Cover | Inside Front Cover | Inside Back Cover

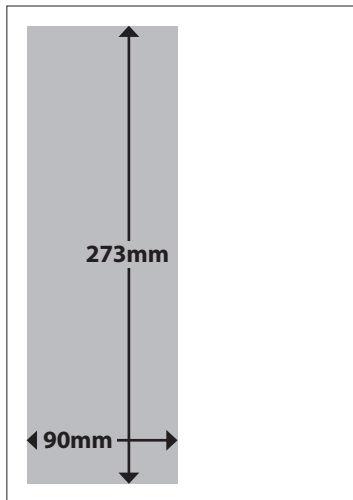


Full page

Outside Back Cover
£808

Inside Front Cover
£714

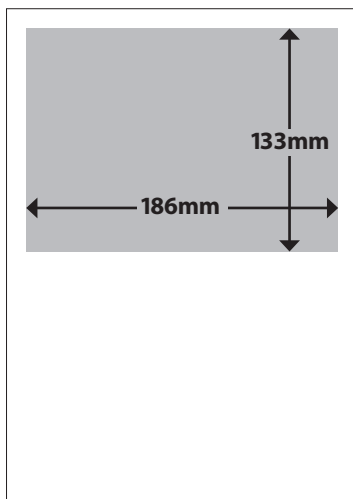
Inside Back Cover
£686



1/2 page vertical

Inside Front Cover
£472

Inside Back Cover
£434



1/2 page horizontal

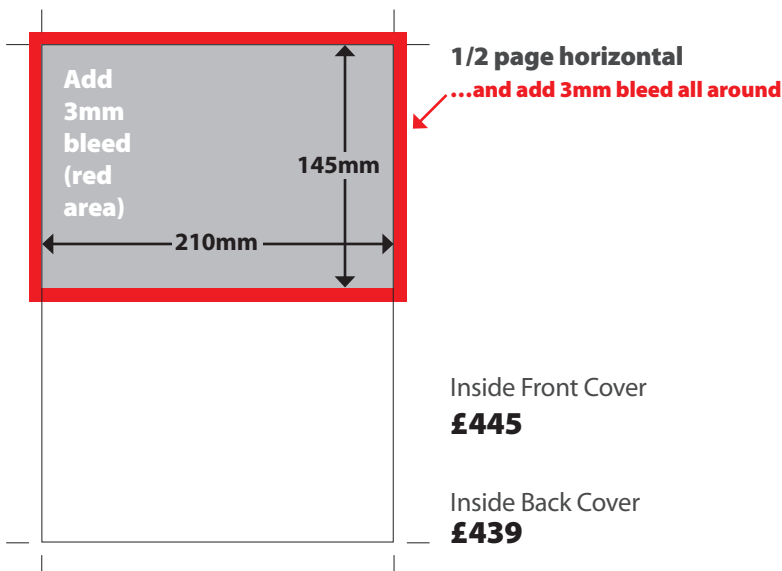
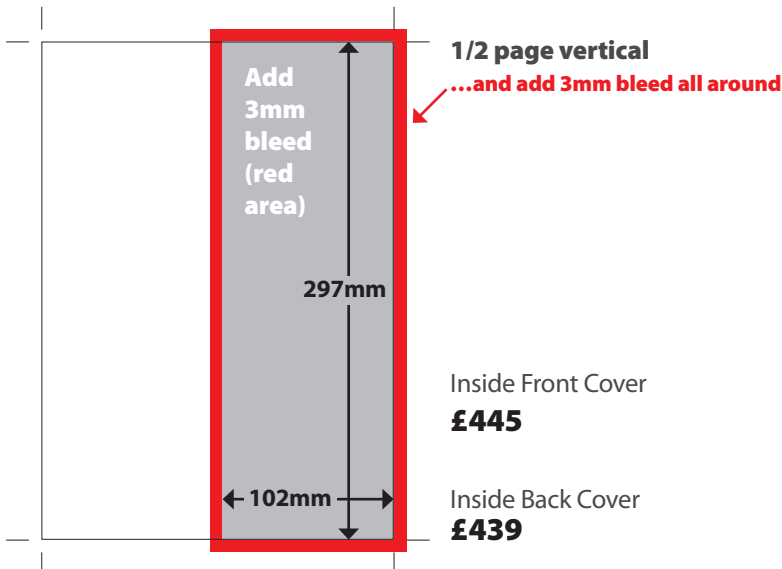
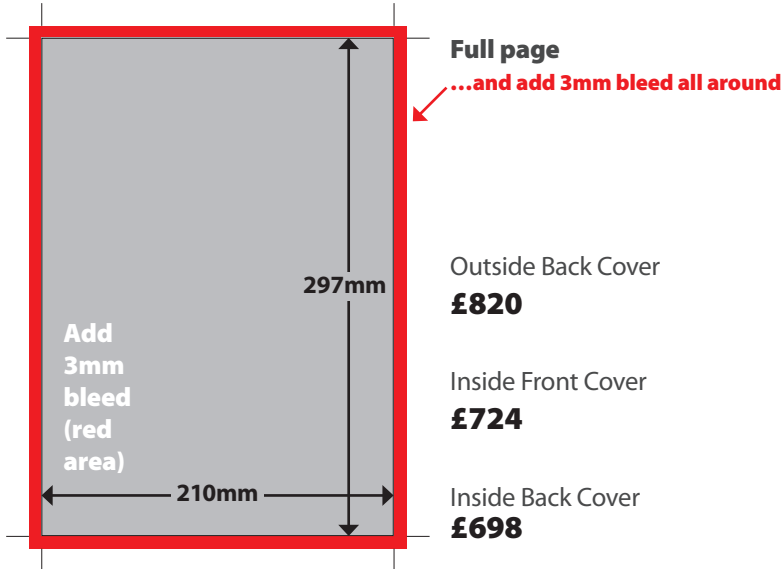
Inside Front Cover
£472

Inside Back Cover
£434



Rates – Premium positions (bleed advertisements)

Outside Back Cover | Inside Front Cover | Inside Back Cover





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.

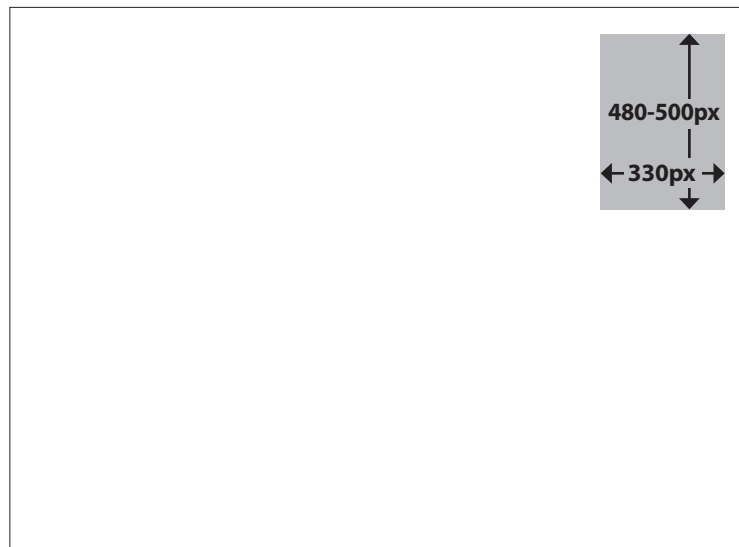
Adverts are displayed cyclically (two to a page) on all website pages.

Please supply your web advert as follows:

Static

In gif, jpeg or bmp format

Supply details of the link to your own webpage



| | |
|-----------|-------------|
| 1 month | £39 |
| 2 months | £72 |
| 3 months | £99 |
| 6 months | £185 |
| 9 months | £270 |
| 12 months | £310 |

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 18.1 | Summer 18.2 | Autumn 18.3 | Winter 18.4 |
| 25 Jan 2018 | 26 April 2018 | 26 July 2018 | 25 Oct 2018 |

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 2018 – 18.1)
- The quantity supplied - 9,200
The actual number required will be confirmed at the time of your booking)

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.