



THE READER

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Themes for 2019

Spring (19.1) – **Safety and keeping safe**

Safeguarding is an important issue for all church institutions at this time. Everyone in a position of leadership or authority is affected, and Readers are no exception. In this issue we look at the topic in the round, considering the official Church of England policy and guidance as well as looking at related issues such as online safety, identifying instances of domestic abuse and the need for up-to-date safeguarding training.

Summer (19.2) – **Celebrating 50 years of women in Reader ministry**

2019 marks an important anniversary in the history of the Reader movement and in this issue we will hear from some of those pioneers who were licensed in the early days. There will be opportunities too for reflecting on what has changed and how far we have come – both as Readers and as members of the Church as a whole.

Autumn (19.3) – **The psalms**

How fortunate we are to have within the canon of scripture this wonderful resource of poems, prayers and songs reflecting every human emotion and revealing so much about the relationship between us and God. This issue explores how we might use the psalms in worship, preach about them, or use them for private and group study and prayer.

Winter (19.4) – **What next for Lay ministry?**

In the Spring of 2018 we looked at the work that was being done on Reader and other Lay ministries, and how these might develop. At the end of 2019, it is time to revisit these themes and explore what has changed, what is in the process of changing, and what our priorities should be for the next decade.

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 9,000 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 2019

Spring Safety and keeping safe

Summer Celebrating 50 years of women in Reader ministry

Autumn The psalms

Winter What next for Lay ministry?

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 2019 (Published - Mid Feb)

Final booking date for Ads Nov 16

Copy date for Ad artwork Nov 21

Your inserts to printer by Jan 24

Mailed out (approx. date) Feb 8

Summer 2019 (Published - Mid May)

Final booking date for Ads Feb 22

Copy date for Ad artwork Mar 1

Your inserts to printer by April 25

Mailed out (approx. date) May 10

Autumn 2019 (Published - End Aug)

Final booking date for Ads May 31

Copy date for Ad artwork June 14

Your inserts to printer by Aug 1

Mailed out (approx. date) Aug 30

Winter 2019 (Published - End Oct)

Final booking date for Ads Aug 9

Copy date for Ad artwork Aug 19

Your inserts to printer by Oct 10

Mailed out (approx. date) Oct 21

Spring 2020 (Published - Mid Jan)

Final booking date for Ads Oct 25

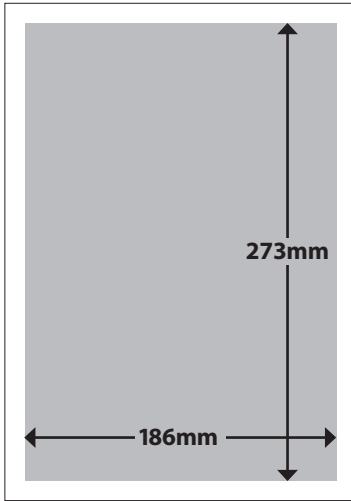
Copy date for Ad artwork Nov 8

Your inserts to printer by Jan 6

Mailed out (approx. date) Jan 16



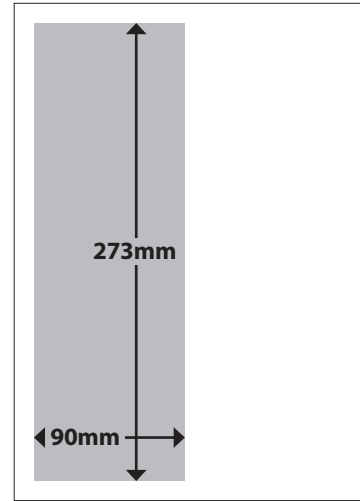
Rates – Standard positions



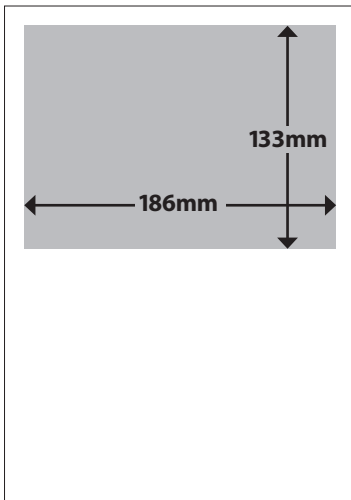
Full page
£616

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

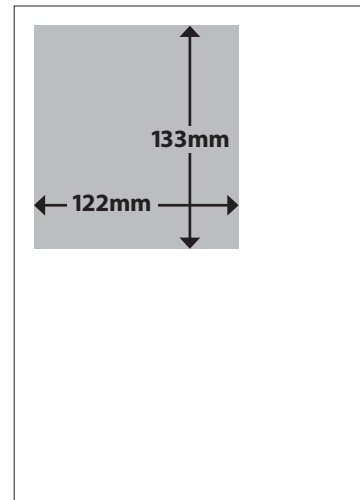
£606 £636



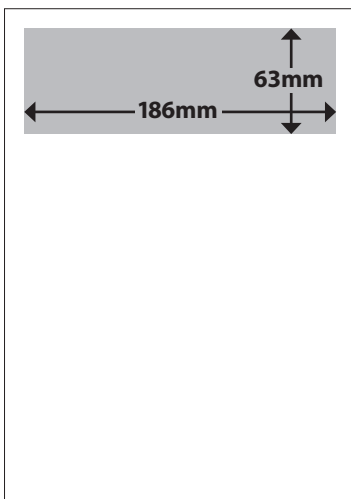
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£390



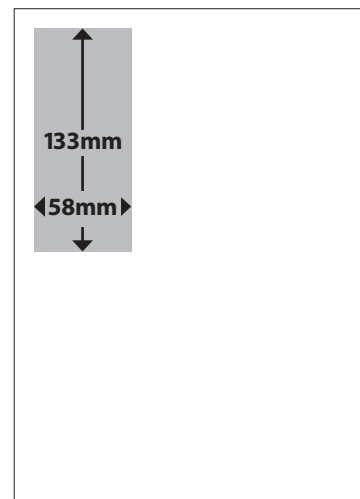
1/2 page horizontal
£334



1/3 page
£216



1/4 page
£216

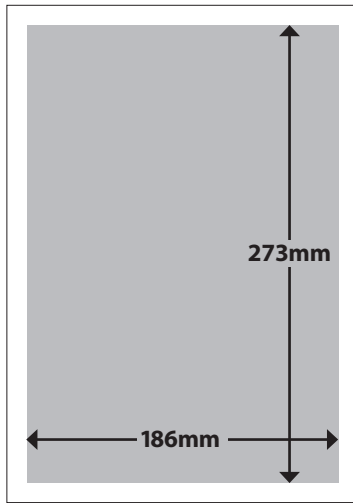


1/6 page
£121



Rates – Premium positions (non-bleed advertisements)

Outside Back Cover | Inside Front Cover | Inside Back Cover

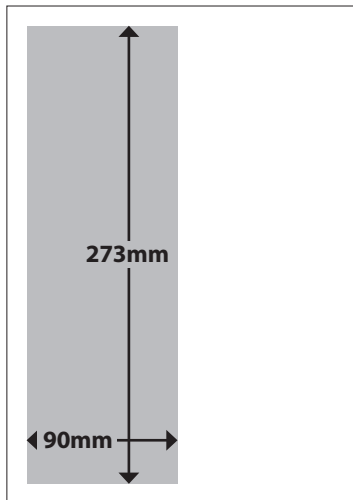


Full page

Outside Back Cover
£849

Inside Front Cover
£750

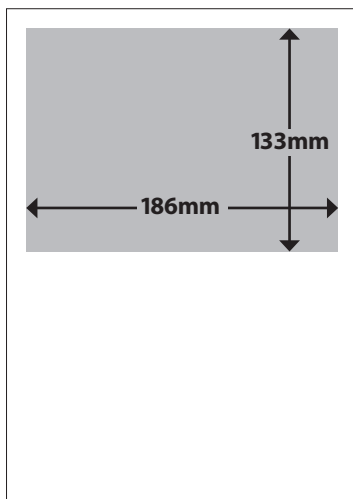
Inside Back Cover
£721



1/2 page vertical

Inside Front Cover
£496

Inside Back Cover
£456



1/2 page horizontal

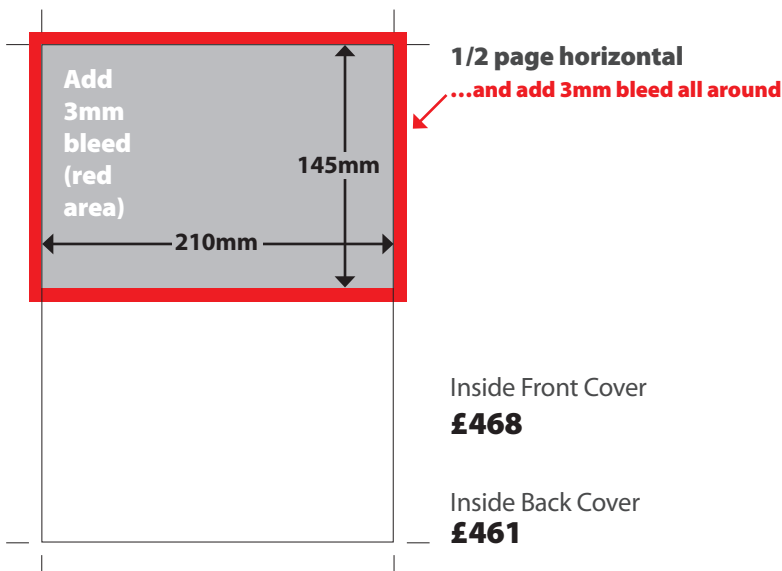
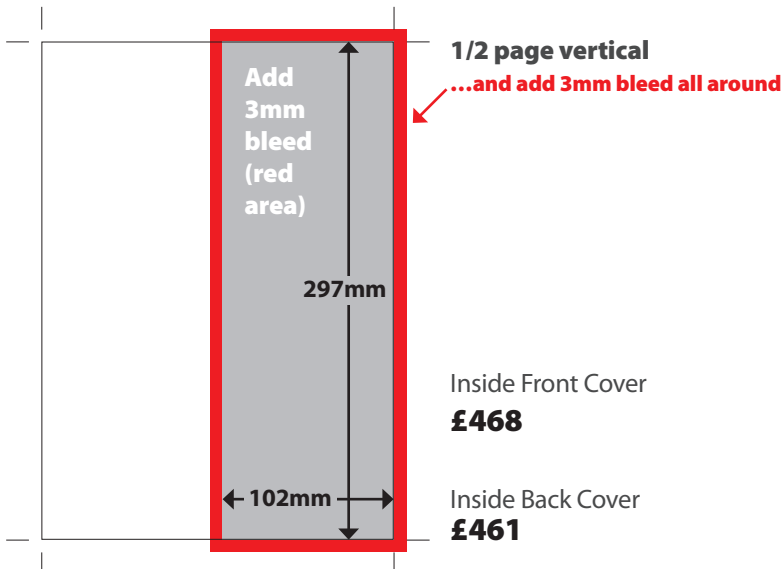
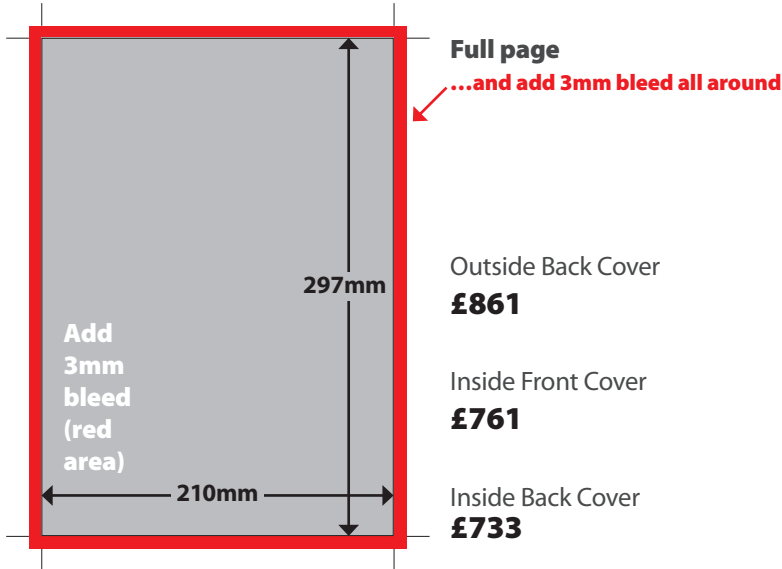
Inside Front Cover
£496

Inside Back Cover
£456



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	£41
2 months	£76
3 months	£104
4 months	£135
5 months	£164
6 months	£195
7 months	£224
8 months	£254
9 months	£284
10 months	£298
11 months	£311
12 months	£326

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

£767

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 19.1	Summer 19.2	Autumn 19.3	Winter 19.4	Spring 20.1
24 Jan 2019	25 April 2019	1 Aug 2019	10 Oct 2019	6 Jan 2020

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 2019 – 19.1)
- The quantity supplied - (eg 9,000)
- 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.