2019 Rates & Data

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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@wildasssociates.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

Useful information
Rates – Standard positions

**Full page**
- £616

**Full page with bleed**
- 297mmx210mm
- and add 3mm bleed all around.
- £606 £636

**1/2 page horizontal**
- £334

**1/3 page**
- £216

**1/4 page**
- £216

**1/6 page**
- £121

**1/2 page vertical**
- £390

Full page

273mm
186mm

1/2 page horizontal

133mm
186mm

1/3 page

133mm
122mm

1/4 page

63mm
186mm

1/6 page

133mm
58mm
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

Full page
…and add 3mm bleed all around

Outside Back Cover
£861
Inside Front Cover
£761
Inside Back Cover
£733

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

Inside Front Cover
£468
Inside Back Cover
£461

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

Inside Front Cover
£468
Inside Back Cover
£461
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

<table>
<thead>
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<th>Duration</th>
<th>Cost</th>
</tr>
</thead>
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<tr>
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<tr>
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<td>£326</td>
</tr>
</tbody>
</table>

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** 24 Jan 2019  
**Summer 19.2** 25 April 2019  
**Autumn 19.3** 1 Aug 2019  
**Winter 19.4** 10 Oct 2019  
**Spring 20.1** 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.