

womanalive

THE MAGAZINE FOR TODAY'S CHRISTIAN WOMAN

Celebrating **30** years in the
Christian marketplace



www.womanalive.co.uk

2012 Rates and Media information

Welcome to Woman Alive

Reach over 30,000 readers nationwide.

Woman Alive is Britain's only Christian monthly magazine for women, with 30 years' experience in the Christian marketplace.

- It provides a positive alternative to mainstream magazines
- It's packed with real life stories of women putting their faith into action and facing challenges
- It offers encouragement to grow in faith and discussion of lifestyle issues from a Christian perspective
- It's read from cover to cover and passed onto friends
- It has over 6,000 subscribers and is sold at Christian bookshops, selected WH Smith and newsagents.

Our readers come from all denominations and are involved in ministry and leadership roles in local churches and community groups.

What they say:

"It's such an uplifting, encouraging and enjoyable read"

"Woman Alive has been such a blessing. It's one of the best investments I've made"

"God has used several articles in the magazine to speak to me"

What our advertisers say

Alban Books – Elaine Reid

"We feel that our placement in Woman Alive has a positive impact on sales of our spirituality titles"

Iain Hill – Worldshare

"We are receiving some encouraging early responses to our 'Gift of Hope' catalogue insert"

Ruth Lancaster – SAT 7

"We found it really helpful to be part of the Woman Alive calendar and had a number of enquiries from women who had not previously heard about our ministry. We would definitely consider advertising in the calendar again"

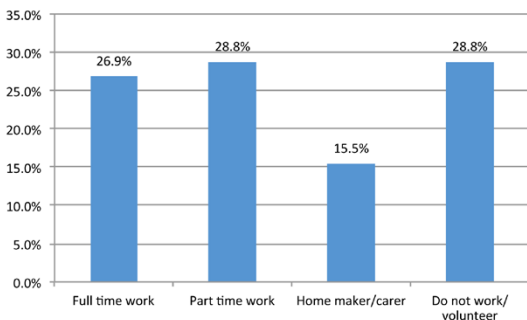
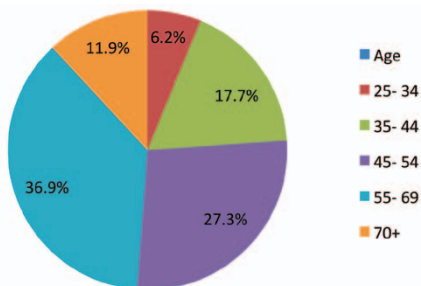
We know advertisers get a good response from their advertising campaign in the magazine and also because of the results of our readers' survey.

Woman Alive readers survey

96% of our readers rate the magazine as excellent or good.
More than 40% responded to an advert.

Age

25 - 34	6.2%
35 - 44	17.7%
45 - 54	27.3%
55 - 69	36.9%
70+	11.9%

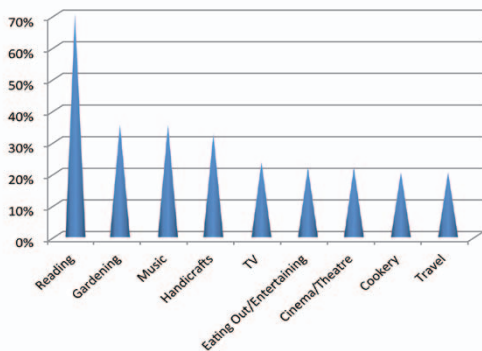
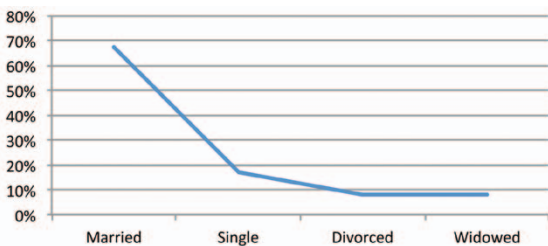


Occupation

Full time work	26.9%
Part time work	28.8%
Home maker / carer	15.5%
Do not work / volunteer	28.8%

Marital Status

Married	67%
Single	17%
Divorced	8%
Widowed	8%

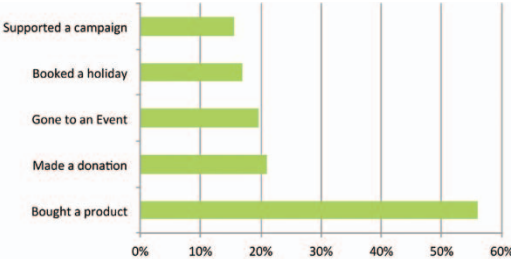
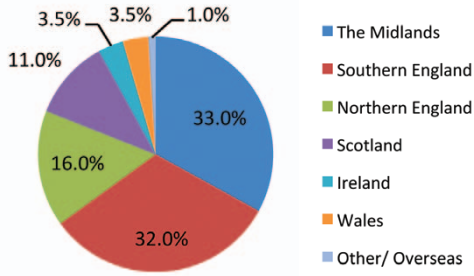


Hobbies & Interests

Reading	69%
Gardening	34%
Music	34%
Handicrafts	31%
TV	22%
Eating out / Entertaining	20%
Cinema / Theatre	20%
Cookery	18%
Travel	18%

Regional Breakdown

The Midlands	33%
Southern England	32%
Northern England.....	16%
Scotland.....	11%
Ireland.....	3.5%
Wales	3.5%
Other/Overseas.....	1%

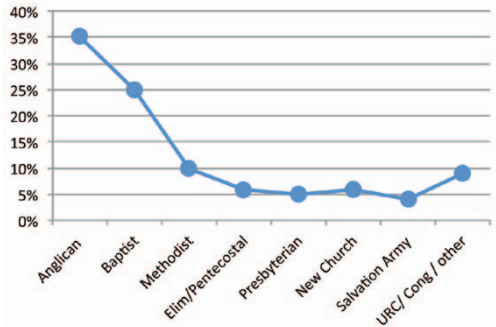


Response to advertising

Bought a product	56%
Made a donation	21%
Gone to an event.....	19.7%
Booked a holiday	17%
Supported a campaign.....	15.5%

Churches by denomination

Anglican.....	35%
Baptist.....	25%
Methodist.....	10%
Elim/Pentecostal	6%
Presbyterian.....	5%
New Church.....	6%
Salvation Army	4%
URC / Cong / other	9%



WOMAN ALIVE – FEATURES 2012

January

Children's Ministry

February

Marriage

March

Adoption & Fostering
Fair-Trade

April

Celebrating Easter
Retreats & Conferences

May

30th Anniversary issue

June

Legacies
Giving & Finance

July

Care for the Elderly

August

Counselling
Summer Reading
(Publisher's recommendations –
advertising promotion)

September

Bible Colleges

October

Mission
Living with disability

November

Advent Courses
Persecuted Christians
Gift Ideas

December

Life Changing Gifts
Celebrating Christmas
Gift Ideas

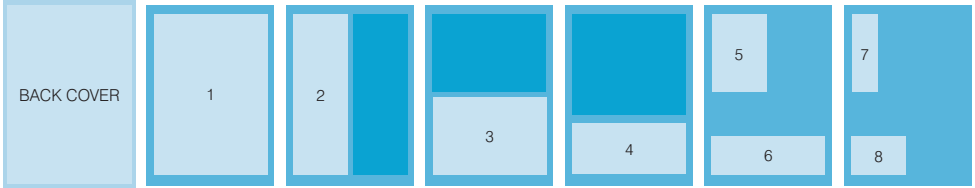
Insert and Display Advertisements

Contact: Paula Taylor, Advertisement Manager Tel: 01903 604342

Email: paulataylor@cpo.org.uk Rates subject to VAT at current rate

Circulation: 10,000 +

Discounts: ● Agency and Publishers – 10% ● Series of 3 or more – 15%



Display	Dimensions	Colour	Black & White
● Back Cover	297 x 210mm + Bleed	£800	£700
① Full page	270 x 182mm	£665	£550
② Half page upright	270 x 88mm	£480	£350
③ Half page across	133 x 182mm	£480	£350
④ Third page across	87 x 182mm	£435	£395
⑤ Quarter page upright	133 x 88mm	£290	£250
⑥ Quarter page across	66 x 182mm	£290	£250
⑦ Eighth page upright	133 x 42mm	£200	£100
⑧ Eighth page across	66 x 88mm	£200	£100

Inserts

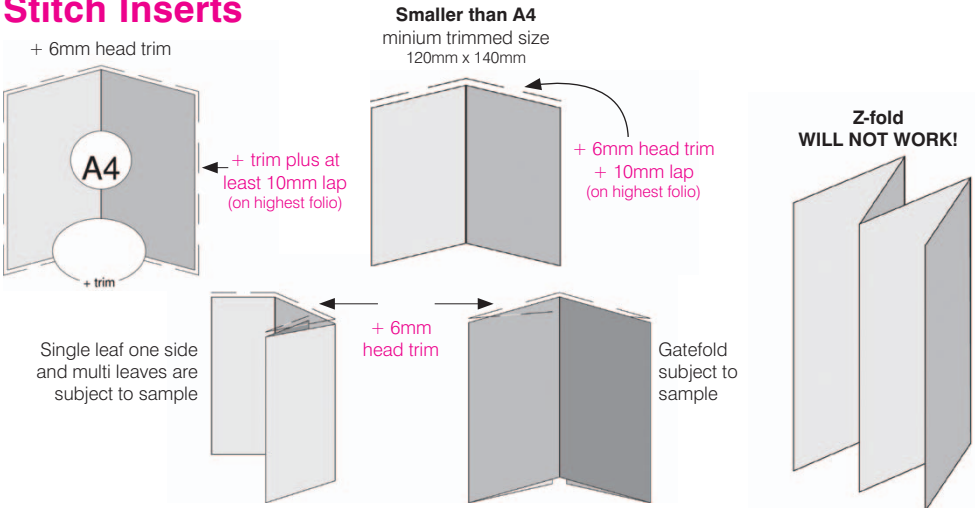
- **Loose** – £55 per 1,000
- **Bound-in** – £15 per 1,000 extra
- Surcharged @ £5 per gram per 1,000 if weighing over 10g

Sizes – Minimum: 140 x 80mm Maximum: 290 x 205mm.

Folded inserts with multiple folds MUST have a single leading edge (ie; roll folded NOT Z folded.)

Please submit 5 samples for approval and weighing.

Stitch Inserts



TECHNICAL DATA

Discs:	CD or DVD
File Types:	InDesign, Photoshop, and Illustrator, (convert all text to outlines). No Publisher Files
Images:	TIFF, JPG or EPS. PDF – hi resolution – fonts embedded
Colour:	CMYK, 350 dpi. Mono images: Greyscale, 350 dpi Bitmap (linear) images: 600 dpi resolution

Note: We advise that images should not be enlarged to more than 140% when placed within a document.

In order to help us deal with your files quickly and efficiently, please...

- Provide a proof (colour for colour files), which is up to date and shows how the file should print.
- Supply a list of filenames that are on the disk or in the transfer, indicating names of the main document files we need to open and output.
- Ensure all necessary files are included.
- Do not send files that are not necessary, as this can cause confusion and delay.
- Check that we have the fonts required before sending files.
- Keep the number of files to a minimum. The more there are, the longer it takes.

Advertisement deadlines

ISSUE 2012	Classified copy deadlines	Display copy deadlines	Insert delivery deadlines	On sale date
January	Wed 16 November	Fri 18 November	Thu 24 November	Tue 13 December
February	Wed 14 December	Fri 16 December	Thu 22 December	Mon 16 January
March	Wed 18 January	Fri 20 January	Thu 26 January	Tue 14 February
April	Wed 15 February	Fri 17 February	Thu 23 February	Thu 15 March
May	Wed 14 March	Fri 16 March	Thu 22 March	Tue 17 April
June	Wed 18 April	Fri 20 April	Thu 26 April	Mon 14 May
July	Wed 23 May	Fri 25 May	Thu 31 May	Mon 18 June
August	Wed 20 June	Fri 22 June	Thu 28 June	Mon 16 July
September	Tue 17 July	Thu 19 July	Wed 25 July	Tue 14 August
October	Wed 15 August	Fri 17 August	Thu 23 August	Fri 14 September
November	Wed 12 September	Fri 14 September	Thu 20 September	Mon 15 October
December	Tue 16 October	Thu 18 October	Wed 24 October	Wed 14 November

Terms of acceptance & cancellation conditions

Placing an order is deemed an acceptance of these terms. Advertisement copy or inserts may be declined at the publishers' discretion without liability. All rates and bookings are subject to change at one month's notice. Cancellation cannot be accepted unless instructions are received in writing, two months before issue date. The publishers are unable to accept liability for any loss or damage caused by omission or error in the printing of any advertisement, or damage to or loss of artwork. Artwork left with us may be thrown away six months after publication.

VAT must be added to all prices (except classified lineage & Box Numbers). All special rates for series or multiple bookings and any agency discount will only apply if payment is made within 30 days of invoice date. Invoices unpaid after 30 days will accrue interest in accordance with current UK Late Payment Legislation.

No other conditions apply unless agreed in writing.

Please note if you have to cancel your booking the following charges apply:

Cancellation must be received in writing. 2 months before publication – **No charge**,

1 month before publication – **50%**, Less than 1 month before publication – **100%**

August 2011