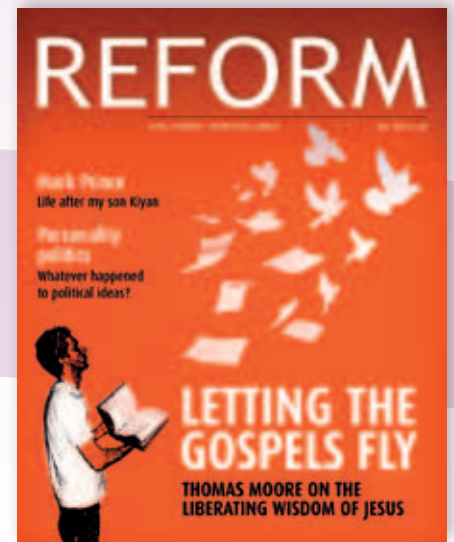


NEW ONLINE
ADVERTISING OPPORTUNITIES!

REFORM

NEWS - COMMENT - INSPIRATION - DEBATE



MEDIA INFORMATION 2011-12



REFORM

NEWS - COMMENT - INSPIRATION - DEBATE



REFORM is a fresh and challenging magazine with an **estimated readership of 22,000**.

Since re-branding in 2008, **REFORM**'s mix of theology, news and comment combined with contemporary design has attracted many new readers, with subscriptions still increasing each month.

REFORM tackles personal ethics and spirituality, social action and justice issues, and Christian perspectives on current affairs. In addition, the magazine carries light-hearted content and reviews of books, music and films. Regular columns explore a range of topics including gardening, parenting, and growing older.

REFORM features writing from a wide range of journalists, theologians and other commentators, including high-profile media presenters, politicians and church leaders.

The magazine is published by the United Reformed Church but has readers from all Christian denominations, as well as readers from other faiths and from no faith tradition.

CIRCULATION:

- 11,000 copies are printed each month – the majority of which are paid for by subscribers (both individual and church-based); other copies are sold through bookshops and other outlets, and distributed by request to conference centres, theology colleges, teacher training colleges, cruise ships, hospital waiting areas, spiritual retreat centres, hotels, libraries, Christians events and press contacts.
- On average, each copy of REFORM is read by two people*
- 52% of primary readers are female, 46% are male.* (*verified by survey data collated in 2008: responses from 1,200 readers).

To reserve space or for further information, contact Matt Milton.

Tel: 01525 370013 Fax: 01525 382487 Email: matt@impact-now.co.uk

REFORM Sales Team, Impact, Media House, 55 Old Road, Leighton Buzzard, Bedfordshire LU7 2RB

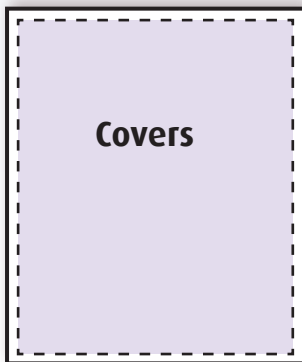
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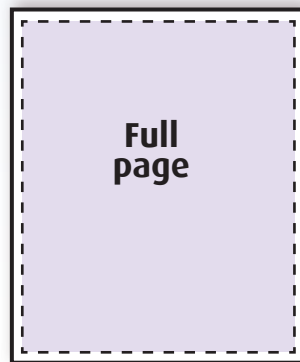
rate card 2011/2012

VAT AT THE CURRENT RATE IS APPLICABLE ON ALL ADVERTISING RATES

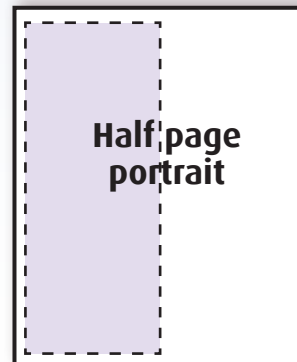
(some charities may be exempt from VAT Payments)



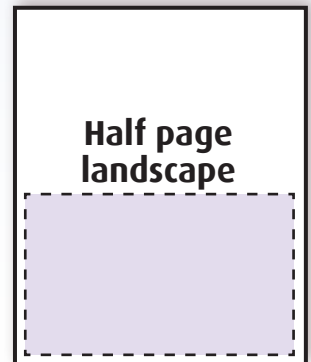
Outside back **£1045**
Inside back **£1045**
Inside front **£960**



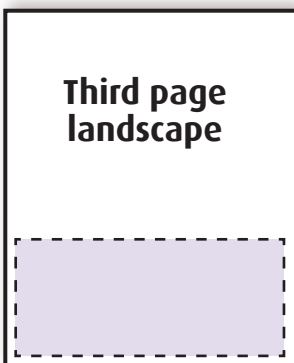
280mm x 225mm
Bleed: 290mm x 235mm
£750



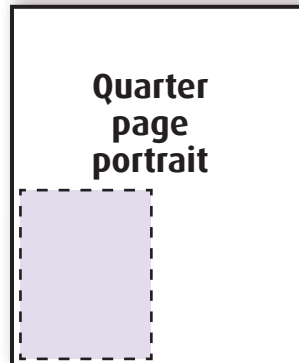
265mm x 96mm
£425



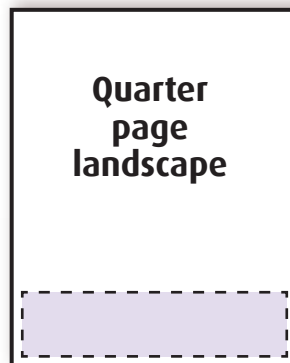
128mm x 200mm
£425



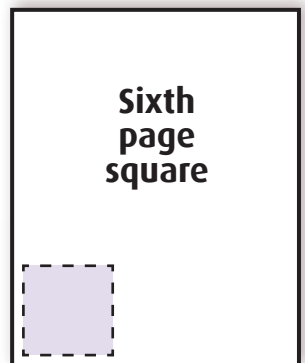
84mm x 200mm
£350



128mm x 96mm
£290



62mm x 200mm
£290



84mm x 96mm
£220

DISCOUNTS

- 10% UK-based agency
- 15% Non-UK-based agency
- 10% booking three issues
- 15% booking six issues
- 20% booking 11 issues (one year)

DOUBLE-PAGE SPREAD

280mm x 440mm + 5mm
bleed on all sides **£1290**

EXTRAS

Early right-hand placements,
add **£175** to the above rates

INSERTS

Full run (11k) **£890**
Split run available upon request (min 2k)
Belly band: by arrangement (min **£600**)

CLASSIFIEDS

BOX ADVERTS: **£13** per single column
centimetre. Column widths: single
47mm, double 100mm, triple 153mm,
quad 206mm

LINEAGE:

60p per word (min charge **£15**)
Advertisement artwork design and

production service available –
please enquire.

CANCELLATION CHARGES

Cancellations will only be accepted in
writing no less than 10 days in advance
of the booking deadline shown. After this
date a 50 per cent fee will be charged.

DEADLINES

Copy deadline: See table on page four.
Late booking (accompanied by complete
artwork) can be negotiated until copy
deadline day.

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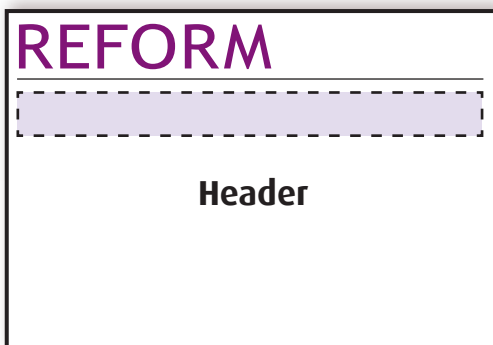
NEWS - COMMENT - INSPIRATION - DEBATE

NEW!

Online advertising at www.reform-magazine.co.uk

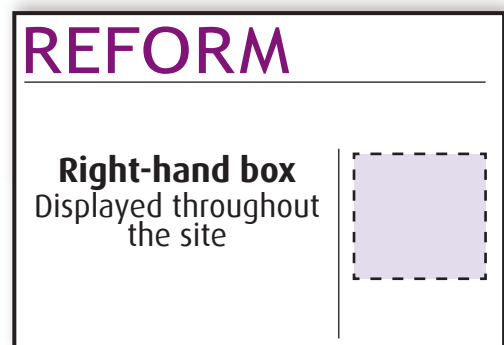
REFORM magazine's website launched in July 2010 with 18,000 visitors, and it has been growing in popularity ever since. The site provides excerpts and articles from the printed edition, as well as video content and interactive comment-box features; and it now offers advertisers an affordable and exciting opportunity to reach an average of 4,000 visitors per month from around the world.

BANNERS: Displayed throughout the site

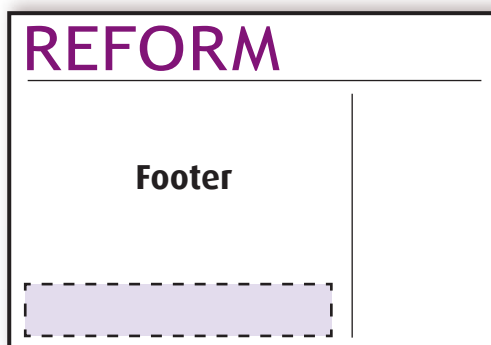


915px x 73px
£375 per month

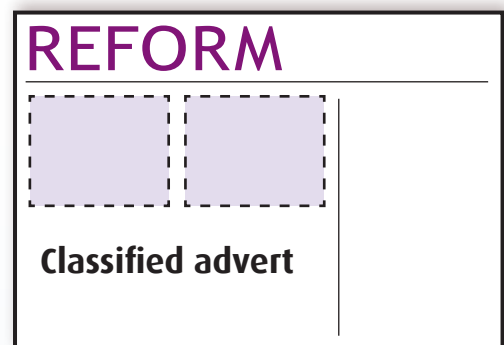
BOXES



300px x 225px
£225 per month



468px x 60px
£275 per month



Classified adverts will only appear on the classifieds page of www.reform-magazine.co.uk
£150 per month

Special package rates apply when combined with print advertising – call Matt on **01525 370013** for more details.

Web page sponsorship opportunities – a single advertiser's presence on all ad spaces within the home page – are also available. Prices available on request.

All sponsorships are at the discretion of the United Reformed Church. All artwork should be supplied as a jpeg file. Banners should be provided no later than 48 hours after booking, or they may be subject to an administration charge. From receipt of booking confirmation and payment, banners should be displayed within a 72 hours. VAT at the current rate is applicable on all advertising rates (some charities may be exempt from VAT Payments).

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Recent and forthcoming features:

Interviews with:

US theologian **Stanley Hauerwas**; Christian Aid director **Loretta Minghella**; Novelist **Philip Pullman**; Bafta award-winning broadcaster **Robert Beckford**; Interfaith/justice campaigner **Anjum Anwar MBE**; Prizewinning novelist **Marilynne Robinson**; MP **Ann Widdecombe**; Bestselling author **William Paul Young**; Scientist **Andrew Parker**; US mega-church pastor **Rob Bell**; Theologians **John Polkinghorne** and **Esther Mombo**

Contributions from:

Sonia Christie on eco gardening; **Lucy Berry** on single parenting; **Paul Boateng MP** on politics and the Bible; Professor **Alister McGrath** on modern atheism; Lord **Andrew Mawson** on the Big Society; **Jill Segger** on modern Quakerism; **Christina Rees** on women bishops; **John Pritchard** on the historical Jesus; **Laura Hobgood-Oster** on Christian responsibility for animals; **Ahmed Sourani** on peace-building in Gaza; **Ron Buford**, US correspondent

Issue	Advertising deadline
2011	
JUNE	10 MAY
JULY/AUGUST	14 JUNE
SEPTEMBER	2 AUGUST
OCTOBER	6 SEPTEMBER
NOVEMBER	11 OCTOBER
DECEMBER/JANUARY	8 NOVEMBER
2012	
FEBRUARY	10 JANUARY
MARCH	7 FEB
APRIL	13 MARCH
MAY	10 APRIL
JUNE	8 MAY
JULY/AUGUST	12 JUNE
SEPTEMBER	31 JULY
OCTOBER	4 SEPTEMBER
NOVEMBER	9 OCTOBER
DECEMBER/JANUARY	6 NOVEMBER

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