

Reform

NEWS COMMENT INSPIRATION DEBATE



MEDIA INFORMATION 2024-2025

Reform

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Reform is a lively, challenging magazine with a readership of 8,000*. As the official magazine of the United Reformed Church, it is at the heart of Church life, a valued resource for leaders and lay people alike. The mix of theology, news, reviews and comment attracts new readers to *Reform* every month, and praise for its excellent design and engaging writing.

The magazine was redesigned in the summer of 2013 and has a loyal readership, built up since its creation in 1972. In 2015, a digital version of the magazine was launched, offering readers the opportunity to access the magazine – plus extra content – on computers, tablets and/or smartphones. (See page five for more details.)

Reform's content has a constant focus on the practical: social action, aid, activism, political engagement and justice. At the same time, there is a strong theological element, with contributions from major scholars and plenty of in-depth debates, Bible studies and book reviews every month. We love the arts as well, publishing a full-page artwork in every issue, along with reviews of films, exhibitions, music and theatre performances.

Reform is published by the United Reformed Church, but while it has particular appeal for URC members, its readers are from a wide range of churches. In recent years it has broadened its outlook and is bringing in an ever wider spectrum of readers and contributors.

Circulation

- 4,000 copies are printed each month. These are distributed to: paid subscribers (both individual and church-based), theology colleges, libraries, Christian events and press contacts.

On average, each copy of *Reform* is read by two people.*

(*verified by survey data collated in 2008: responses from 1,200 readers)

To reserve advertising space, or for further information, contact Jo Asher at Jam Associates.

Tel: 01858 681358 Email: jo@jam-associates.co.uk

Reform

NEWS COMMENT INSPIRATION DEBATE

RATE CARD

COVERS

Outside back **£1,100**
Inside back **£1,050**
Inside front **£995**

Artwork must be supplied with 5mm bleed
307mm x 220mm

**FULL PAGE
(run of mag)**
£845

Artwork must be supplied with 5mm bleed
307mm x 220mm

**HALF PAGE
PORTRAIT**

267mm x 91mm
£495

**HALF PAGE
LANDSCAPE**

130mm x 186mm
£495

**THIRD PAGE
LANDSCAPE**

85mm x 186mm
£395

**QUARTER PAGE
PORTRAIT**

130mm x 90mm
£295

**QUARTER PAGE
LANDSCAPE**

62mm x 186mm
£295

**SIXTH PAGE
SQUARE**

65mm x 65mm
£225

DISCOUNTS

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

DOUBLE PAGE SPREAD

307mm x 430mm including 5mm bleed
Artwork must be supplied with bleed (297mm x 420mm without bleed)
£1,350

EXTRAS

Early right-hand placements:
Add £175 to the above rates

INSERTS (up to 10gsm in weight)

Full run (4k) £875
Inserts that cause our total item weight to exceed 250gm will be charged a premium.
Belly band by arrangement (min £600)
For inserts over 10 grams please call for a quote.

CLASSIFIEDS

Box Adverts: £15 per single column centimetre. Column widths:
Single: 43mm, Double: 90mm,
Triple: 138mm, Quad: 186mm
3cm x single column minimum
£45 minimum spend

CARRIER SHEET

Advertising space at both A4 and A5 sizes is available on the *Reform* carrier sheet. For more details, contact Jo Asher on 01858 681358.

CANCELLATION CHARGES

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

FOR DEADLINES SEE PAGE SIX

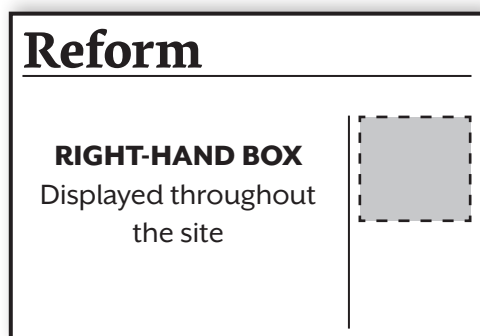
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Online advertising at www.reform-magazine.co.uk

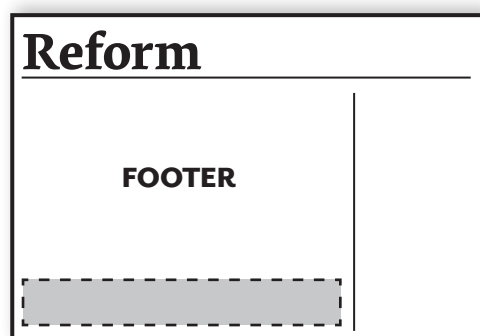
Reform magazine's website launched in July 2010 and was relaunched in November 2013. The site provides articles and excerpts from the printed edition, as well as comment threads. The website is integrated with our Twitter and Facebook activity, where we communicate with over 2,700 followers. Advertising on our website offers an affordable and exciting opportunity to reach an average of 4,000 visitors per month from around the world.



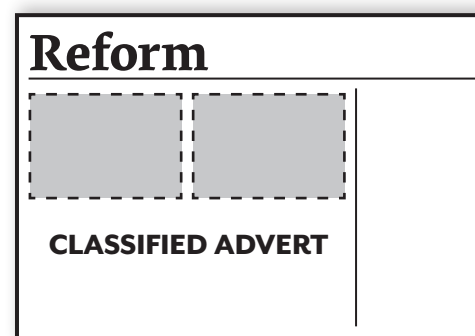
300px x 300px
£225 per month



450px x 100px
£295 per month



468px x 60px
£275 per month



Classified adverts will only be published in the classifieds page of www.reform-magazine.co.uk
£150 per month

Special package rates apply when combined with print advertising;
call Jo on **01858 681358** for more details.

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

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DIGITAL EDITION



In 2015, *Reform* became one of the first Christian magazines in the UK to launch a digital edition. Readers access it through a free, custom-built app, on their tablets, smartphones and computers.

The digital edition of *Reform* offers major benefits to advertisers:

- **Extra exposure** Our digital readers are growing all the time, so by advertising in the digital edition you are increasing the reach of your ad.
- **Contact details** All phone numbers, web links and email addresses in text of ads and articles are live, so, with one click, a reader can be calling, emailing or visiting the website of your business.
- **Product links** In book ads, the ISBN is live – one click will take a reader to the book's Amazon page.
- **Extra content** The digital edition also comes with extra content that paper can't deliver, including video, image galleries and sound. All this extra content can be added to the digital version of your ad.

All advertising within the magazine is automatically included within the digital edition, but you can also choose to advertise in the digital edition without being in our print magazine.

For more information about this, please contact Jo Asher on **01858 681358**.

Recent and forthcoming features

Writing and interviews:

Extinction Rebellion founder **Ian Bray**, writer **Chine McDonald**, Archbishop **Stephen Cottrell**, England footballer **Eniola Aluko**, historian **Tom Holland**, poet **Benjamin Zephaniah**, Russian activists **Pussy Riot**, Friends of the Earth CEO **Miriam Turner**, singer **Aled Jones**

Articles:

Eco Church, modern slavery, legacy giving, gender, retirement planning, plastics, end of life planning

Regular columns on:

Faith in later life, politics and society, the Bible, being a new Christian, humour, younger writers

Deadlines

| Issue | Advertising deadline | Distribution date (Sunday) |
|--------------------------------|------------------------|----------------------------|
| 2024 | | |
| February | Friday 12 January | Sunday 28 January |
| March | Friday 9 February | Sunday 25 February |
| April | Friday 15 March | Sunday 31 March |
| May | Friday 12 April | Sunday 28 April |
| June | Friday 10 May | Sunday 26 May |
| July/August | Friday 14 June | Sunday 30 June |
| September | Friday 9 August | Sunday 25 August |
| October | Friday 13 September | Sunday 29 September |
| November | Friday 11 October | Sunday 27 October |
| 2025 | | |
| December 2024/ January 2025 | Friday 8 November 2024 | Sunday 24 November 2024 |