



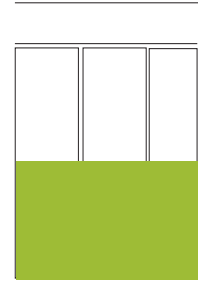
The Art of Healing

print advertising sizes and specifications

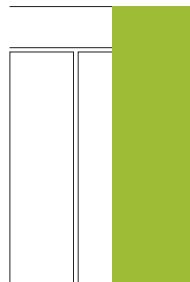
display (print)



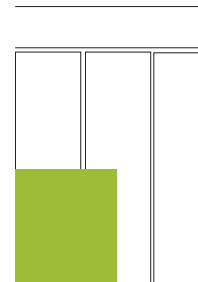
full page
297mm wide x 210mm depth



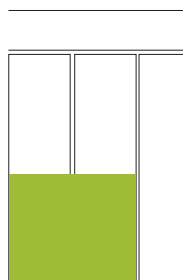
half page horizontal
185mm wide x 125mm depth



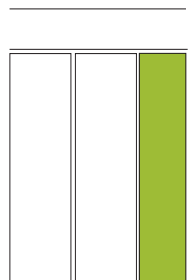
half page vertical
90mm wide x 270mm depth



quarter page
90mm wide x 125mm depth



display double horizontal
136mm wide x 100mm depth



display panel ad
48mm wide x 225mm depth



display single horizontal
178mm wide x 70mm depth



The Art of Healing

advertising costs

print

Why magazine advertising?

- The average reading time spent on a magazine is 25 minutes, which equals 50 x 30 second TV spots
- Magazines influence consumers in key stages of the purchasing process
- More people prefer advertising in magazines; Magazines 40%, TV 23%, Online 10%
- One in two people value magazines as something they reward themselves with and enjoy, associations that no other media can match
- Customer magazines increase brand loyalty by 32%, building brands and sales simultaneously
- Magazines outrate TV and Online in positive influence in brand familiarity
- Eight out of 10 people read 1+ magazines ie. 84% women and 77% men
- Magazine readers are a captive audience

	1 issue (3 months)	2 issues (6 months)	3 issues (9 months)	4 issues (12 months)
full page	\$2836	\$2411	\$2269	\$2127
half page horizontal	\$1344	\$1142	\$1075	\$1008
half page vertical	\$1344	\$1142	\$1075	\$1008
quarter page	\$622	\$529	\$498	\$467
display panel ad	\$597	\$508	\$478	\$448
display double horizontal	\$752	\$639	\$602	\$564
display single horizontal	\$689	\$586	\$551	\$517