

Paradigm Shift

Marketing Services - Advertising

www.paradigmshift.info

Paradigm Shift is Britain's best loved spiritual magazine. Now in its 10th year of production thanks to consistently high quality editorial, this inspirational and visionary magazine provides uplifting advice and information for those finding their way on their spiritual path.

Readership - 26,000

Full Colour Publication - 40 pages

Published every 11 weeks

High subscription renewal rate

Available nationally through shops, centres, shows, book stores, and independent newsagents

International distribution to 9 countries including USA, Canada, Australia and South Africa



Rate Card - Display

(Colour or spot colour adverts appearing within the feature article section)

Full Colour	£	VAT	Total Price
Full Page	950.00	166.25	1116.25
Half Page	475.00	83.12	558.12
Quarter Page	240.00	42.00	282.00
Eighth Page	140.00	24.50	164.50

Special Positions:

Inside Front Cover, Inside Back Cover, Back cover
10% extra

Rate Card - Market Place

(Colour, spot colour or black & white adverts appearing towards the back of the magazine, after the feature article pages)

Full Colour	£	VAT	Total Price
Single Box	80.00	14.00	94.00
Double Box	130.00	22.75	152.75
Black & White			
Single Box	60.00	10.50	70.50
Double Box	95.00	16.62	111.62

Calendar

Published every 11 weeks

Issue no 48

Copy Date: 28th June 2010

Publication Date: 2nd August 2010

Official On Sale Date: 6th August 2010

Issue no 49

Copy Date: 13th September 2010

Publication Date: 18th October 2010

On Sale Date: 22nd October 2010

Issue no 50

Copy Date: 29th November 2010

Publication Date: 4th January 2011

On Sale Date: 7th January 2011

Issue no 51

Copy Date: 14th February 2011

Publication Date: 21st March 2011

On Sale Date: 25th March 2011

Issue no 52

Copy Date: 2nd May 2011

Publication Date: 6th June 2011

On Sale Date: 10th June 2011

Advertising Sales

Sarita Cameron

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Direct Line: 020 8144 5496

Head office: 0800 200 8314

Brigit de Lange

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Paradigm Shift Publishing Ltd

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Artwork

Adverts booked can be created from text and images supplied
- **free of charge**

To provide jpg and/or pdf hi and low res copies of adverts we have created for your own use in other publications, on your web site and in your own marketing materials - **£30 plus vat**

Paradigm Shift Publishing Ltd retains typographical copyright on all adverts created in house. If you wish to use an advert we have created for you elsewhere please ask for written permission. Copyright only transfers to you on payment of £30 plus vat.

Inserts

£100 per thousand

over 25 gms weight by quotation
A4 leaflets must be folded to A5 or less
Please supply a copy with your order if possible

Lineage

£1 per word plus vat

Minimum 10 words, £11.75 including vat per insertion

Minimum number of insertions 3, unless for time limited events

Dimensions - Display

Full Page - 190 mm w x 277 mm h
Including 3m bleeds - 216 mm w x 304 mm h

Half Page, landscape - 190 mm w x 135 mm h
Including 3m bleeds - 216 mm w x 148 mm h

Half Page, portrait - 91 mm w x 277 mm h
Including 3mm bleeds - 104 mm w x 304 mm h

Quarter Page, Portrait - 92 mm w x 135 mm h
Quarter Page, Landscape - 190 mm w x 65 mm h

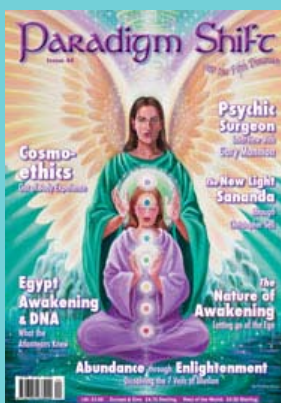
Eighth Page, Landscape only - 92 mm w x 65 mm h

Dimensions - Market Place

Single Box - 60 mm w x 50 mm h

Double Box, Landscape - 125 mm w x 50 mm h

Double Box, Portrait - 60 mm w x 107 mm h



Supplying an advert

Files may be emailed to us at office@paradigmshift.info. All adverts must be saved as CMYK. Adverts supplied as RGB will be converted to CMYK which may result in unavoidable colour changes. We can accept your artwork in these formats:

Adobe Indesign CS3 with fonts and links.

JPG or TIFF (hi res files - minimum 300 dpi)

PDF with fonts embedded. No printers marks. Exact size.

If we are creating your advert then you may supply the text in Microsoft Word or by handwritten copy. Please supply any graphics separately in JPG or TIFF format. Alternatively, send us a photograph, or good quality picture, and we will scan our own image.

If your advert is part of series booking and you wish to make changes to the artwork there may be a charge if we are typesetting the advert for you. Minor amendments are free, however more comprehensive text or design changes start at £10.00 + vat. Please ask for a quotation.

Terms & Conditions

Payment is required at the time of booking. All adverts must be paid for in advance. We will exercise our statutory right to claim interest and compensation for debt recovery costs under the late payment legislation if we are not paid according to these credit terms.

We reserve the right to reject advertisements deemed unsuitable for the publication.

While every precaution is taken to ensure accurate printing and insertion of all advertisements, no responsibility can be accepted for the non-insertion of any advertisement, or for any inaccuracies or omissions, however caused or for any consequences arising thereof.

If we receive your artwork before the copy deadline you will receive a proof. It is your responsibility to notify us of any errors or corrections so please check it carefully.

We cannot guarantee to send a proof when copy is received after the deadline, nor can we guarantee to make any changes in this situation. This also applies when the advert is booked after the copy deadline. Full terms and conditions appear on the booking form.

Advertising Sales

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sarita@paradigmshift.info

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Paradigm Shift

Marketing Services - Online Advertising

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Advertising Sales

Sarita Cameron: sarita@paradigmshift.info

Direct Line: 020 8144 5496

Head Office: 0800 021 3024

Brigit de Lange: brigit@paradigmshift.info

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Website

Our website, www.paradigmshift.info, currently receives up to 6,500 unique visits per month.

We have a limited number of advertising positions available on our **Home Page** - Vertical banner in the left hand column or a square box in the right hand column.

£115 (inc vat) per 11 week publishing cycle

Box: 190 x 190 pixels. **Banner:** 120 x 260 pixels

Supply as: lo-res jpg or gif

Adverts placed on our **Resources** page are also an affordable way to promote your products and services. Simply priced at **£34.50 (inc vat) per 11 week publishing cycle**, that's just 0.45p per day. Or you may book a whole year for at the reduced rate of £138 (inc vat).

Banner size: 290 pixels wide by 70 pixels high.

Supply as: lo-res jpg or gif

We can help create a banner for you if need help.

e-Newsletter

The Paradigm Shift **e-Newsletter** is sent by e-mail to a growing list of readers.

Circulated once per issue of the printed magazine we have a limited number of banner slots available.

Only £34.50 (inc vat) per newsletter - banner size is 400 pixels wide by 70 pixels high - provide your own lo-res jpg or gif.

Or simply supply us with up to 25 words plus website address and we'll do the rest.

