

CATEGORY HEADINGS

Resource Directory

- Angels
- Business Opportunities
- Camps & Festivals
- Clinics
- Coaching
- Conferences & Seminars
- Courses & Groups – Aromatherapy
- Courses & Groups – General
- Courses & Groups – Crystal Healing
- Courses & Groups – Health & Healing
- Courses & Groups – Massage
- Courses & Groups – Reiki
- Courses & Groups – Shamanism
- Courses & Groups – Shiatsu
- Courses & Groups – Yoga
- Events
- Feng Shui
- For Sale – Books & Publications
- For Sale – Crystals
- For Sale – General
- For Sale – Health Products
- For Sale – Music
- For Sale – Property
- Individual Sessions
- Personal
- Professional Services
- Professional Training
- Readings
- Situations Vacant
- Travel & Holidays

Lineage Adverts

- Accommodation – Offered
- Accommodation – Wanted
- Adventure Holidays
- Angels
- Aromatherapy
- Astrology
- Business Opportunities
- Camps & Festivals
- Centres & Retreats
- Conferences & Talks
- Connections
- Courses & Groups – General
- Events
- For Sale – Books & Publications
- For Sale – Cassettes & CDs
- For Sale – General
- For Sale – Health Products
- Holiday Courses
- Holidays – Outside the UK
- Individual Sessions
- Personal
- Professional Services
- Professional Training
- Property – For Sale
- Property – To Let
- Psychic & Spiritual Development
- Psychic Consultants
- Publications
- Readings
- Shamanism
- Shops
- Situations – Vacant, Wanted
- Situations – Wanted
- Spirit Release
- Spiritual & Absent Healing
- UK Holidays

IN ADDITION TO THE ABOVE CATEGORIES, WE ARE HAPPY TO OFFER A HEADING FOR YOUR SPECIFIC MODALITY IF REQUIRED AT NO EXTRA CHARGE.

HOW TO SEND YOUR DISPLAY ADVERTISEMENT:

Either we can design your advert for you - normally at no extra charge or Send by email

- Please supply artwork to the size required (see rates) at 300dpi as a PDF, TIFF, EPS or JPEG.
- Please contact our advertising department before sending copy to ensure that it is in the correct format.
- Please include your name, address and telephone number when emailing us.

TO BOOK ADVERTISING SPACE:

By Email (Display Adverts as PDF or 300 dpi Jpeg) Telephone, Post or Fax.

If you do not have credit arrangements please make payment with booking by:

- Credit or Debit Card. Visa, Mastercard, Amex or Maestro payments are welcome.
On written bookings, please give the card number, the expiry date and the name and address of cardholder.
- Cheque or postal order payments in £ Sterling. If sending payment from outside the UK, the cheque, unless it is a Eurocheque, should be drawn on a British bank.
- Cheque payment in US dollars for the value equal to the £ Sterling amount. As the exchange rate fluctuates please check with your bank for the current rate when you pay.

A FREE COPY OF KINDRED SPIRIT will be sent to those advertisers who place display advertisements in that issue. Classified advertisers wishing to receive a copy should send extra payment. Post paid rates for single copy: UK £4, Europe £5, Rest of World £6.

OTHER NOTES: We reserve the right to change any of these prices at any time. • We cannot guarantee to implement any alterations to copy received after the copy deadline • Any booked advertisements (including series bookings) which are later cancelled will incur an administration charge. (Minimum £10.) • While every effort is made to ensure that advertisements appear correctly Kindred Spirit will not be held responsible for errors or delay in publication.



ADVERTISING INFORMATION

KINDRED Spirit

Bringing You Health and Happiness

Key Facts about Kindred Spirit:

- Established 1987
- The market leader
- Available in all WH Smiths and good newsagents
- On sale in over 500 specialist outlets both UK and overseas
- Loyal subscription base
- Trusted by over 200,000 readers
- Website – 790,000 page impressions every 2 months



KINDRED SPIRIT

Unit 101, The Perfume Factory, 140 Wales farm Road, London W3 6UG

Tel: 020 8752 8172 • Fax: 020 8752 8185

email: joanne.hunt@metropolis.co.uk • direct line 020 8752 8164

web: www.kindredspirit.co.uk

RATES

Display Advertising



Full Pages, Half Pages, Quarter Pages and Eighth Pages

Special Positions: Outside Back Cover & Inside Front Cover and Inside Back Cover add 15% – full page adverts only. (Copy for these positions are subject to the editors' approval.) Any other guaranteed page position for eighth, quarter, half or full page adverts add 10%. Please check for availability before booking.

Prices include discounts • vat (where applicable)

	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
FULL PAGE - Size: A4 (+3mm bleed all round)						
Full colour	£1400	£2660	£3885	£5040	£6125	£7140
Black + 1 colour	£1290	£2451	£3580	£4644	£5644	£6579
Mono	£1235	£2347	£3427	£4446	£5403	£6299

HALF PAGE FULL BLEED - 152mm (Height) x 216mm (Width) (inclusive of 3mm bleed all round)

	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
Full colour full bleed	£785	£1492	£2178	£2826	£3434	£4004

HALF PAGE - Vertical: 267mm (Height) x 88mm (Width) • Horizontal: 130mm (Height) x 181mm (Width)

	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
Full colour	£705	£1340	£1956	£2538	£3084	£3596
Black + 1 colour	£640	£1216	£1776	£2304	£2800	£3264
Mono	£620	£1178	£1721	£2232	£2713	£3162

QUARTER PAGE - 130mm (Height) x 88mm (Width)

	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
Full colour	£405	£770	£1124	£1458	£1772	£2066
Black + 1 colour	£360	£684	£999	£1296	£1575	£1836
Mono	£340	£646	£944	£1224	£1488	£1734

EIGHTH PAGE - 66mm (Height) x 88mm (Width)

	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
Full colour	£245	£466	£680	£882	£1072	£1250
Black + 1 colour	£225	£428	£625	£810	£985	£1148
Mono	£210	£399	£583	£756	£919	£1071

Resource Directory

Within the Resource Directory advertisements are placed according to category and no special positioning can be guaranteed. The Resource Directory is divided into different classifications (see back page) – please state category when booking.

Prices include discounts • vat (where applicable)

Standard box 50mm (Height) x 60mm (Width)

1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
£100	£190	£278	£360	£438	£510

Double box Vertical: 105mm (Height) x 60mm (Width) • Horizontal: 50mm (Height) x 125mm (Width)

1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
£200	£380	£556	£720	£876	£1020

Treble box Vertical: 160mm (Height) x 60mm (Width) • Horizontal: 50mm (Height) x 190mm (Width)

1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
£300	£570	£834	£1080	£1314	£1530

Quadruple box Vertical: 215mm (Height) x 60mm (Width) • Horizontal: 105mm (Height) x 125mm (Width)

1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
£400	£760	£1112	£1440	£1752	£2040

Full column 270mm (Height) x 60mm (Width)

1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
£500	£950	£1390	£1800	£2190	£2550

COLOUR: Adding colour to your advertisement in the Resource Directory can really make it stand out and can look very attractive for little extra cost.

Additional cost per issue: Black + 1 colour: add £10; Black + 2 colour: add £20; Full colour: add £30.

If you do not specify the positioning of additional colours we will use our professional judgement. Please send an example of the colour(s) required if you can. We will try to match these as closely as possible but some variations beyond our control may occur due to the printing process.

Classified (Lineage) Advertising

Minimum charge £20 +VAT (£24.00) = 20 words. Over 20 words, add £1 per word +VAT

SEMI-DISPLAY: For an extra £10 +VAT (per issue), we will add a border/frame to your advert to help it stand out amongst the regular classified adverts, therefore a 20 word advert plus border/frame would cost £30 +VAT = £36.00, etc. Telephone numbers and post codes count as one word. Email and website addresses count as two words. Remember to state category when booking.

LAYOUT: The first few words (no more than the first line) are put into bold capitals. Apart from this no words can be anything other than standard text.

BOX NUMBERS

£5 (£6.00 inc. VAT @ 20%). £10 for advertisers outside the UK. This charge covers one advertisement, one issue only.

LOOSE INSERTS

Cost per thousand: £60 + VAT. Minimum quantity 10,000. Maximum advised quantity 20,000.

Maximum weight 10gms. Preferred sizes: A4 folded once, or single A5 sheet. Early booking is advised.

Excess weight is subject to extra charge. 3 copies of your finished leaflet or mock-up must be sent before booking can be confirmed. Leaflets should arrive no later than 10 days before publication date.

LOOSE OUTSERTS

When our subscription copies are dispatched we can place an outsert between the magazine and the address carrier sheet. Please contact the advertising dept. for further information concerning quantity and price.

ADVERTISING DISCOUNT

5% FOR 2 ISSUES, 7.5% FOR 3, 10% FOR 4, 12.5% FOR 5, 17.5% FOR 6 (PAID IN FULL IN ADVANCE)

Kindred Spirit Web Advertising - our audience at your door!

WEB ADVERTISING PRICE LIST - Box & Banner Adverts

Home Page: Banner £400

Banner: £220	272 High x 452 Wide Pixels	JPEG Format Only
Double Box: £150	400 High x 200 Wide Pixels	JPEG Format Only
Single Box: £100	200 High x 200 Wide Pixels	JPEG Format Only

Lineage Adverts - 50p per word if replicated from a magazine advert booked at the same time. Otherwise £1 a word. (Minimum charge £20)

Your advert can be hyperlinked to your website; we can also design your web advert for you – there are no extra charges for these services

If you've taken the trouble to create an advert to appear in Kindred Spirit magazine, why not have us replicate it on our website for you - and by booking both at the same time you save money, up to 50%!

KINDRED SPIRIT IS PUBLISHED BI-MONTHLY

MAR / APR 2011 DEADLINE: Jan 28

MAY / JUN 2011 DEADLINE: Mar 25

JUL / AUG COPY DEADLINE: May 13

SPECIAL 2011 DEADLINE: July 1

SEPT / OCT 2011 DEADLINE: Aug 24

NOV / DEC 2011 DEADLINE: Oct 7

JAN / FEB 2012 DEADLINE: Dec 2

WEB ADVERTISING CAN BE PLACED AT ANY TIME SUBJECT TO AVAILABILITY