



## 2008 Advertisers Guide

DIRECTION

JOY

NEW LIFE

**Please find enclosed full details of New Life Publishing's 2008 advertising rates (held at 2007 prices), deadlines and sizes for our three regular Christian publications: Direction Magazine, JOY Magazine and NEW LIFE Newspaper.**

**Direction Magazine** is the official monthly publication of the Elim Pentecostal Church, which has over 500 churches in the UK. It has a cover price of £1.70, and a monthly circulation of 9,000 copies.

**JOY Magazine** is the official monthly publication of Assemblies of God, which has over 600 churches in the UK. It has a cover price of £1.75, and a monthly circulation of 5,000 copies.

**NEW LIFE Newspaper** is Britain's best outreach paper! Published monthly and inter-denominational, this is primarily bought by churches to give away to their community, and is read by both Christians and non-Christians. It has a cover price of 40p, and an average monthly circulation of 40,000 copies.

I hope you agree that we offer you exposure to customers that you are otherwise unlikely to reach through the Christian press, at very affordable rates.

If you would like to place an advertisement, or if we can help you in any way, please do not hesitate to contact us:

Telephone: **0115 921 7280**

Email: **ads@newlifepublishing.co.uk**

Write to: **New Life Publishing, PO Box 777, Nottingham, NG11 6ZZ**

## New Life Publishing 2008 advertising rates

All prices are for colour or mono advertising and are subject to VAT at 17.5% (if applicable).

	Direction	JOY	NEW LIFE
<b>Display advertising</b>			
Back cover	£965	£770	~
Inside front / inside back cover	£845	£675	~
Full page	£775	£620	£695
Half page	£410	£325	£385
Quarter page	£245	£195	£225
<b>Classified advertising</b>			
Box - per single column cm high (min 3cm)	£10	£8	£8
Lineage - up to 20 words / then per word	£10 / 50p	£8 / 40p	£8 / 40p
<b>Inserts</b> (not available in NEW LIFE Newspaper)			
Loose inserts up to 10g	£50 plus £3 per extra gram (per 1,000)		
Stitched inserts up to 10g	£60 plus £3 per extra gram (per 1,000)		

### Discounts

Series of **three** adverts in any one publication = 5%  
 Series of **six** adverts in any one publication = 10%  
 Series of **twelve** adverts in any one publication = 20%  
 Agency = 10%  
 Publisher = 5%

### Artwork

All prices are based on acceptable finished artwork being supplied by email or on CD, ideally as a PDF with a minimum of 300 dpi. A full-colour printed proof should be supplied with the file. Please contact us for details of other acceptable file formats.

Alternatively our design department can create your advert, based on text and images supplied by you. This is a FREE service for classified box advertisements, and charged at only 10% of the advert cost for display advertisements.

### Terms & Conditions

A complimentary copy of each publication in which your advert appears will be sent to you upon publication, with an invoice payable on 30 days net credit terms. All discounts are subject to us receiving payment within 30 days. Multiple discounts are applied consecutively and are not combined.

Cancellation after the booking deadline incurs a 50% cancellation fee. Cancellation after the copy deadline, or non-supply of copy, is subject to a 100% cancellation fee.

All advertising is accepted at the discretion of the operators and may be declined without any reason being given. The acceptance of advertising does not indicate editorial endorsement.

Information is correct at the time of going to press. All rates are subject to change. E&OE.

## New Life Publishing 2008 advertising deadlines and sizes

### Direction Magazine

Cover date	Issue	Booking deadline Friday	Copy deadline Friday	Published Thursday
January 2008	76	16th November	23rd November	13th December
February 2008	77	21st December	21st December	17th January
March 2008	78	25th January	1st February	21st February
April 2008	79	22nd February	29th February	20th March
May 2008	80	Thu 20th March	28th March	17th April
June 2008	81	25th April	2nd May	22nd May
July 2008	82	23rd May	30th May	19th June
August 2008	83	20th June	27th June	17th July
September 2008	84	25th July	1st August	21st August
October 2008	85	22nd August	29th August	18th September
November 2008	86	26th September	3rd October	23rd October
December 2008	87	24th October	31st October	20th November

Full Page - 210 mm x 297 mm + 3 mm bleed & crop marks

Half Page Portrait - 92 mm wide x 273 mm high

Half Page Landscape - 188 mm wide x 134 mm high

Quarter Page Portrait - 92 mm wide x 134 mm high

Classified single column width - 44 mm

Classified double column width - 92 mm

### JOY Magazine

Cover date	Issue	Booking deadline Friday	Copy deadline Friday	Published Thursday
January 2008	160	23rd November	30th November	13th December
February 2008	161	21st December	21st December	17th January
March 2008	162	1st February	8th February	21st February
April 2008	163	29th February	7th March	20th March
May 2008	164	28th March	4th April	17th April
June 2008	165	2nd May	9th May	22nd May
July 2008	166	30th May	6th June	19th June
August 2008	167	27th June	4th July	17th July
September 2008	168	1st August	8th August	21st August
October 2008	169	29th August	5th September	18th September
November 2008	170	3rd October	10th October	23rd October
December 2008	171	31st October	7th November	20th November

Full Page - 205 mm x 275 mm + 3 mm bleed & crop marks

Half Page Portrait - 92 mm wide x 258 mm high

Half Page Landscape - 188 mm wide x 127 mm high

Quarter Page Portrait - 92 mm wide x 127 mm high

Classified single column width - 44 mm

Classified double column width - 92 mm

## NEW LIFE Newspaper

Cover date	Issue	Booking deadline Friday	Copy deadline Friday	Published on Tuesday
January 2008	167	30th November	7th December	18th December
February 2008	168	4th January	11th January	22nd January
March 2008	169	1st February	8th February	19th February
April 2008	170	7th March	14th March	25th March
May 2008	171	4th April	11th April	22nd April
June 2008	172	9th May	16th May	27th May
July 2008	173	6th June	13th June	24th June
August 2008	174	4th July	11th July	22nd July
September 2008	175	8th August	15th August	26th August
October 2008	176	5th September	12th September	23rd September
November 2008	177	10th October	17th October	28th October
December 2008	178	31st October	7th November	18th November

Full Page - 265 mm wide x 350 mm high  
Half Page Portrait - 131 mm wide x 335 mm high  
Half Page Landscape - 266 mm wide x 165 mm high  
Quarter Page Portrait - 131 mm wide x 165 mm high  
Quarter Page Landscape - 266 mm wide x 80 mm high  
Classified single column width - 41 mm  
Classified double column width - 87 mm