



**MEDIA
PACK 2012**

iBelieve THE CHRISTIAN LIFESTYLE MAGAZINE

At iBelieve we believe it's time for a new Christian lifestyle magazine which focuses on three issues

Fun... Family... Faith...

We've researched, studied and listened to what our loyal readers want. And they have told us

- They want a faith-based magazine that **looks at home** on any newsagent's shelf
- They want a faith based magazine that **stands out** from others on the shelf
- They want a faith-based magazine that **leaves others** on the shelf

iBelieve

a real faith magazine
for real people of faith

“It's time for a
new Christian
Lifestyle Magazine”





iBelieve readers...

Believe in enjoying a good read

Whether it's a TV or film star or Premiership footballer or bestselling author talking about life, love, work, family and faith, iBelieve readers want the lowdown from a Christian perspective.

Believe in taking time out

Retreats, conferences or a family holiday at home or abroad. They love a weekend away or a day out at the seaside, in the country, museums or fun parks.

Believe in relationships

Marriage, singleness, children, sex and love – and what happens when things go wrong. They want to share the good times and be there to help others in the hard times.

Believe in having fun

From the latest hi-tech gadgets to preparing a special meal, what's on at the cinema and the best Christian music. They want the latest news and reviews on everything going on and worth going to.

Believe in Fair Trade and ethical investment

Churches were among the first groups in the UK to sell Fair Trade goods. Christians actively support overseas projects, and they care what they put in their shopping trollies.

Christians are more likely to consider ethical investments. Churches and ministries have high incomes to invest. Giving to churches and charities is very important to them.

Believe in looking after themselves

Our readers value healthy eating and exercise, and they want to feel good as well as look great. And they want to save money and get top tips in the process.

Believe in belief

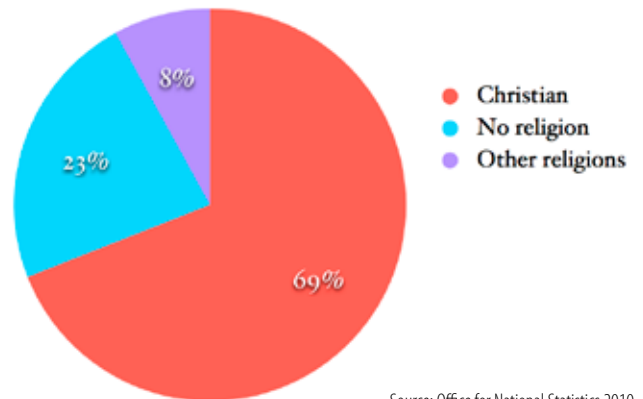
Our readers know faith is too good just for Sundays. Faith is a seven day event – and our aim is to capture it in one great new Christian lifestyle magazine. iBelieve.



Circulation

- Launch issue February 2012
- 20,000 copies guaranteed for first six issues
- Distributed via church orders, individual subscriptions and pre-ordered promotional copies

Belief in the UK



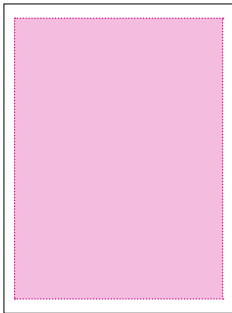

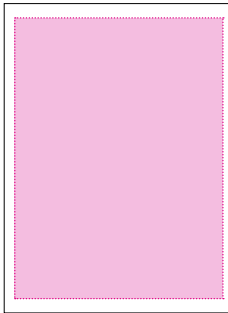
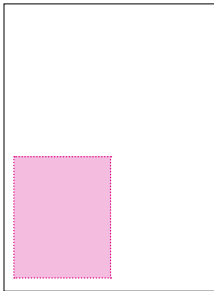
Source: Office for National Statistics 2010

Readership profile

- iBelieve readers are both male and female, aged 25 plus
- They are couples with or without families
- They are single people who care about relationships
- While women are predominant, men make up a sizeable share of our readership
- They are real people with a strong, personal Christian faith from all denominations
- They are people who know the value of money – and value where they spend it



Select your advertising size

Double page spread  396mm x 258mm Bleed size 416mm x 281mm inc 3mm bleed on all edges £2,100	Back cover  188mm x 258mm Bleed size 211mm x 281mm inc 3mm bleed on all edges £1,750	Premium placement  <ul style="list-style-type: none">• Inside back cover• Inside front cover• Early facing page 188mm x 258mm Bleed size 211mm x 281mm inc 3mm bleed on all edges £1,450	Full page  188mm x 258mm Bleed size 211mm x 281mm inc 3mm bleed on all edges £1,250	
Half page portrait  92mm x 258mm £775	Half page landscape  188mm x 127mm £775	Third of a page landscape  188mm x 83mm £610	Quarter page portrait  92mm x 127mm £480	Quarter page landscape  63mm x 258mm £480

Classified advertising

Box adverts

£16 per single column, per cm high (minimum 3cm)

Lineage

£16 up to 20 words / then 80p per word

Inserts

Loose inserts up to 10g

£60 per thousand copies

£4 per extra gramme (per 1,000 cps)

Stitched inserts up to 10g

£80 per thousand copies

£4 per extra gramme (per 1,000 cps)

Discounts

Series of three adverts – 5%

Series of six adverts – 10%

Series of twelve adverts – 20%

Agency – 10%

Publisher – 5%

Payment in advance, by copy deadline – 5%

Artwork

All prices are based on acceptable finished artwork being supplied by the copy deadline in digital form, 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 12.5% of the advert cost for display advertisements.

Terms & Conditions

A complimentary copy of the issue of the magazine in which your advert appears will be sent to you upon publication, along with an invoice payable on 30 days net credit terms.

All discounts are subject to payment being made in full within 30 days unless extended credit period is agreed in writing.

All prices subject to VAT at the ruling rate. Exemption forms are available for relevant charity advertising.

Multiple discounts are applied consecutively, and are not combined.

All advertising is accepted at the discretion of the publishers and may be declined without any reason being given.

The acceptance of advertising does not indicate editorial endorsement.

Cancellation charges

After booking deadline – 50%

After the copy deadline,

or non-supply of copy – 100%

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

iBelieve – Special advertising features 2012

February – Weddings

- Leap year – women proposing to men & birthday ideas – women's pamper days / men's race days / gift ideas
- Valentine's Day / card shops / florists / restaurants
- Jewellers, dress, cake & venue

March – Fair Trade / Eco friendly / Green

- Coffee shops, supermarkets and all Internet fair trade companies
- Coffee providers doing eco-friendly refills etc
- Recycling initiatives & second chance shops
- Energy efficient products

April – Body and Soul Breaks

- Spiritual retreats, getting away from the rat race, Easter
- Easter egg hunt
- Care in the community
- Respite care & holidays for the housebound / coach companies providing trips etc.
- Learning to live again – grief counselling

May – Short Term Missions / Education / Jobs and Hobbies

- Holidays with a purpose & volunteering
- Sponsored events & fundraising for charity
- Education – private schooling
- National recruitment & apprenticeships
- Colleges & recreational courses

June – Money with Morals

- Ethical banking
- Debt counselling & budgeting tools
- Financial advisors & Citizens advice

July and August – The Great Outdoors

July

- Holidays abroad and UK
- Booking that perfect holiday for September to avoid high prices of summer holidays

August

- UK holidays
- What to do on a rainy day
- Family holidays / events / theme parks / fun places to go
- Camping / Barbecues / Play equipment / Gardening
- Caravans & showground events for camping and caravanning & boating etc

September – A Good Cause

- Charity events, anchored on Macmillan coffee morning
- All charity events

October – The Great Getaway

- Short holiday breaks
- Family breaks, targeting half term
- Alternative Halloween

November – Good Food Guide

- Winter Good Food Show
- Good food from three directions: Fair Trade, good health & great taste
- Bonfire night – events nationally – firework distributors

December – Christmas Calendar

January 2013 – Healthy living

- Health shops, gyms, sports shops
- Slimming, eating healthily, exercise etc.

Call our friendly sales team today on
0115 824 0777
to secure your place in these great advertising features



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