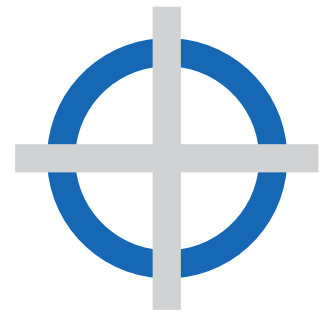


CENTRAL READERS' COUNCIL

Transforming ministry



2024 Rates & Data

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Contact

Kevin Wild

Transforming Ministry Advertising Manager

Wild Associates Ltd

Ocean House

4 Castle View

Long Rock

Penzance

Cornwall

TR20 8AD

01736 333 449

kw@wildassociates.com

Themes for 2024

Spring (24.1) – Do justly, love mercy, walk humbly

As leaders in church and society, how can we live well in difficult times? And what role do our churches have in building a better world? This issue will look at initiatives around social action, climate justice and care for others – not forgetting the importance of grounding everything we do in prayer.

Summer (24.2) – Caring for yourself

Ministry can be draining, and if we neglect our own wellbeing we can cease to be any help at all to others. It is important to look after our own mental, physical and spiritual wellbeing. This issue will look at how we might minister to ourselves, make sure we know when to say no, and when to take time to be still and listen to God.

Autumn (24.3) – How Jesus fulfils Old Testament promises

For us as Christians there are many links between the two great parts of the Bible. This issue will explore some of them and examine how awareness of these can enrich our preaching.

Winter (24.4) – Vocation, vocation, vocation

All of us in ministry have responded to a call – but everyone's vocation is different and unique to them. How can we discern if our calling is changing, and how can we help others to discern God's will for them?

Spring (25.1) – Making Christ known in a secular world

How might we engage with our local communities – schools, residential homes, people in the neighbourhood? Suggesting people come to church is no longer enough. We need to find new, imaginative ways to spread the Good News.

The theme sections account for about 30-35% of each issue. There will be other feature articles in every one, along with at least four pages of book reviews, news from the Central Readers' Council and other topics of interest.

Readership

With a circulation of around 7,500 copies quarterly (approximately 6,500 print and 1,000 digital), *Transforming ministry* aims to assist the thousands of Readers/Licensed Lay Ministers (LLMs) in the British Isles and Europe in the exercise of their ministry by stimulating them theologically and encouraging them to spread the gospel of Jesus Christ effectively in their dioceses. *Transforming ministry* reflects the work of the Central Readers' Council and the Church of England generally, while being aware of the worldwide Anglican Communion.

Readers/LLMs undergo a rigorous academic training before taking up their ministry, which means that many come from professional backgrounds, although they work in parishes and communities of all kinds throughout the country. All but a handful are unpaid, which can be difficult with a growing family, so the majority of Readers no longer have children of school age. Quite often they are able to become even more active once they have retired from full-time employment. Reader ministry is open to both men and women, and the division between the sexes is approximately 50/50 at present. Readers work closely with other lay ministers, such as youth workers, chaplains, evangelists and so on, and often have these roles themselves, and in some dioceses these people also receive copies of *Transforming ministry*.

In addition to their extensive initial training, Readers/LLMs are invariably devoted to their own continuing professional development, and are therefore frequently avid bookworms, and book purchasers.

Useful information

Book your advertising space now

Kevin Wild
01736 333 449
kw@wildassociates.com

Series discounts

The following discounts are available for advanced bookings made at the same time, within the same calendar year:

2 advertisements	2½%
3 advertisements	5%
4 advertisements	10%

These discounts also apply to web adverts and inserts (details on p7) if they are booked at the same time.

Agency Discounts

10% where appropriate

Artwork requirements

Please send the artwork of your advertisements for the magazine as follows:

Resolution – 300dpi
Colour Mode – CMYK
File format – PDF or JPEG
All fonts as outlines

Themes for 2024

- Spring** Do justly, love mercy, walk humbly
- Summer** Caring for yourself
- Autumn** How Jesus fulfils Old Testament promises
- Winter** Vocation, vocation, vocation

2025

- Spring** Making Christ known in a secular world

Please send your artwork to

studio@wildassociates.com

Design and artwork service

We will be pleased to help with design and artwork if that would be helpful. Simply contact **Kevin Wild** for an estimate and to discuss your requirements.
kw@wildassociates.com

Important dates

Spring 2024 (Published - Early Jan)

Final booking date for Ads **Oct 16, 2023**
Copy date for Ad artwork **Dec 14, 2023**
Your inserts to printer by **Dec 21, 2023**
Mailed out (approx. date) **Jan 8, 2024**

Summer 2024 (Published - Mid April)

Final booking date for Ads **Jan 17, 2024**
Copy date for Ad artwork **March 15, 2024**
Your inserts to printer by **March 27, 2024**
Mailed out (approx. date) **April 19, 2024**

Autumn 2024 (Published - End Aug)

Final booking date for Ads **May 13, 2024**
Copy date for Ad artwork **July 10, 2024**
Your inserts to printer by **July 22, 2024**
Mailed out (approx. date) **Aug 30, 2024**

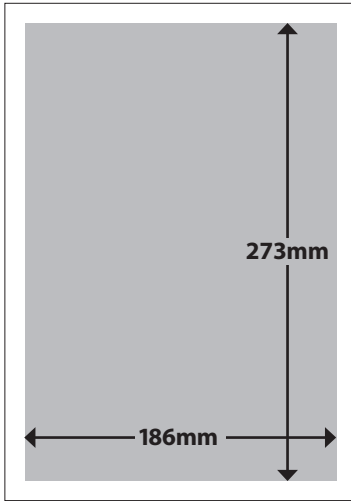
Winter 2024 (Published - Mid Oct)

Final booking date for Ads **July 31, 2024**
Copy date for Ad artwork **Sept 27, 2024**
Your inserts to printer by **Oct 9, 2024**
Mailed out (approx. date) **Oct 18, 2024**

Spring 2025 (Published - Mid Jan)

Final booking date for Ads **Oct 14, 2024**
Copy date for Ad artwork **Dec 12, 2024**
Your inserts to printer by **Dec 23, 2024**
Mailed out (approx. date) **Jan 13, 2025**

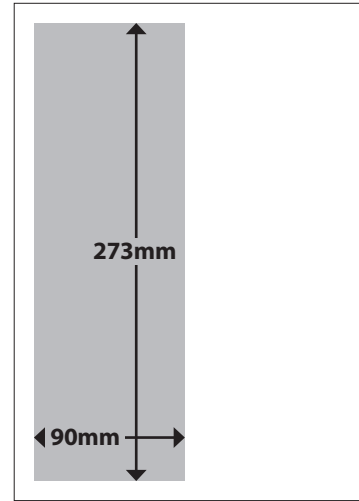
Standard positions



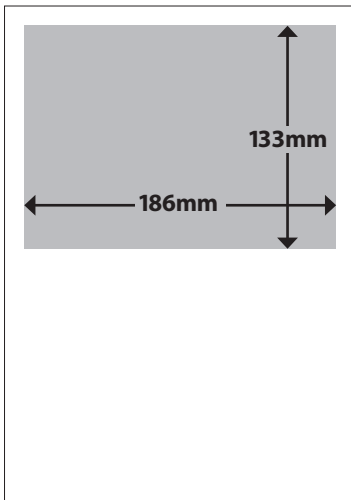
Full page
£787

Full page with bleed
297mmx210mm
and add
3mm bleed
all around.

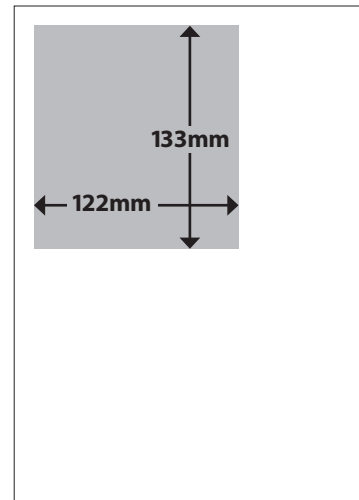
£812



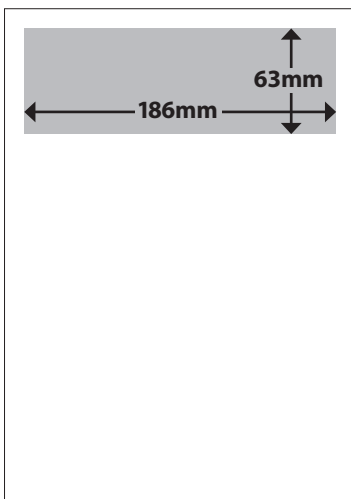
1/2 page vertical
£497



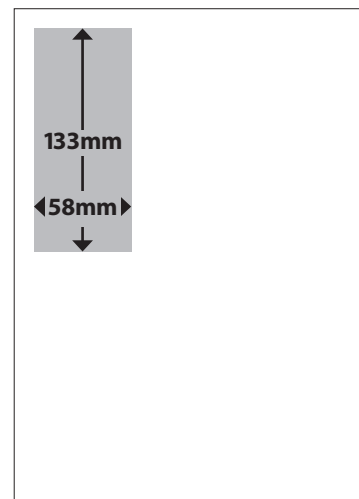
1/2 page horizontal
£426



1/3 page
£277



1/4 page
£277

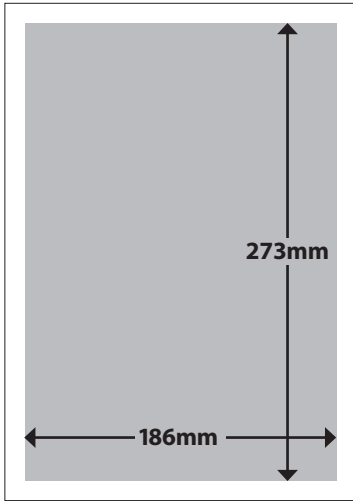


1/6 page
£159



Premium positions (non-bleed advertisements)

Outside Back Cover | Inside Front Cover | Inside Back Cover

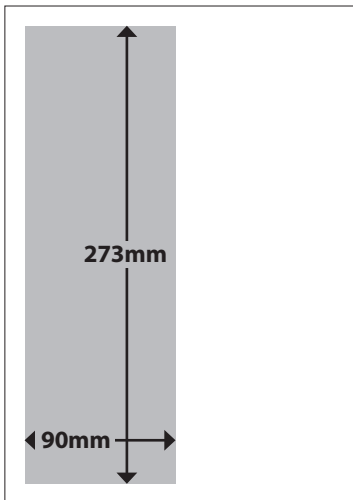


Full page

Outside Back Cover
£1084

Inside Front Cover
£957

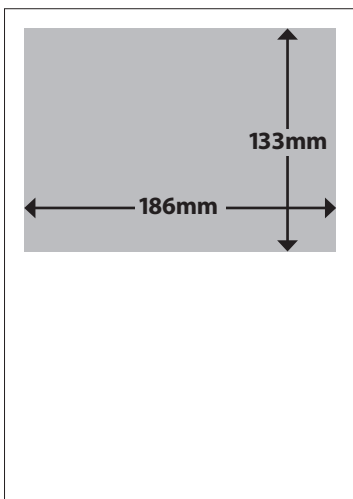
Inside Back Cover
£920



1/2 page vertical

Inside Front Cover
£598

Inside Back Cover
£589



1/2 page horizontal

Inside Front Cover
£598

Inside Back Cover
£589



Premium positions (bleed advertisements)

Outside Back Cover | Inside Front Cover | Inside Back Cover

Full page
...and add 3mm bleed all around

297mm

210mm

Add 3mm bleed (red area)

Outside Back Cover
£1092

Inside Front Cover
£970

Inside Back Cover
£935

1/2 page vertical
...and add 3mm bleed all around

297mm

102mm

Add 3mm bleed (red area)

Inside Front Cover
£633

Inside Back Cover
£581

1/2 page horizontal
...and add 3mm bleed all around

145mm

210mm

Add 3mm bleed (red area)

Inside Front Cover
£633

Inside Back Cover
£581

Loose inserts

Max weight 40gms

Per insert, per issue

£978

We will inform you of the address of our mailing house in plenty of time, prior to the magazine being printed. Your inserts need to be there on, or before, the following dates:

Spring 24.1
21 Dec 2023

Summer 24.2
27 March 2023

Autumn 24.3
22 July 2023

Winter 24.4
9 Oct 2023

Spring 25.1
23 Dec 2023

Please send your inserts labelled as follows:

- Name of your organisation (and contact name and telephone number)
- Magazine it is for – (Transforming ministry Magazine)
- The issue it is for (eg. Spring 2024 – 24.1)
- The quantity supplied - (eg 6,500)

Inserts need to be:

Machine feed-able, with 1 closed edge (this basically means that they can be mechanically picked off the mailing line stations then dropped onto/into the magazine, which is easily done with flyers or supplements). Problematical items would be tiny things like credit card-sized or novelty objects, as it's not possible mechanically to pick them up or stack them on the station. Items such as that would need to be manually dropped on and therefore be subject to a surcharge.

External Wrapper

We can print a full colour single advertisement on one side of the external paper wrapper

Cost per issue for the entire print run **£920**

Artwork size - 297mm x 210mm - any orientation

Artwork deadline - same as all other ads.

