

2025

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# Contact

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## Readership

**Transforming Ministry** is a quarterly magazine with a circulation of 6,000, delivered in both print and digital formats. Published by the Central Readers Council, this trusted publication supports volunteers within the Anglican Church, particularly Readers and Licensed Lay Ministers (LLMs).

**Transforming Ministry** readers are lifelong learners, enthusiastic about books, training courses, retreats, and pilgrimages. They are decision-makers, often involved in parish finance, building management, and procurement. They donate to charities, and prefer to buy from Christian suppliers.

Reader/LLM ministry welcomes both men and women, and there is equal representation of each. These individuals undergo extensive training and often hold additional professional qualifications. Many continue their ministry well into retirement, collaborating with other church workers such as youth leaders and chaplains.

By advertising in *Transforming Ministry*, you'll connect with a group of faithful individuals who are actively seeking resources to support their ministry.

## Themes for 2025

### **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.

### **Summer (25.2) – Pastoral responses to sickness and sorrow**

How can we support others who feel overwhelmed by difficulties, and perhaps fear that God has abandoned them? What is it appropriate to say when prayer seems to go unanswered? As many of us minister to ageing, and often ailing, congregations these questions can present all too frequent challenges.

### **Autumn (25.3) – The first five books of the Bible – how are they relevant?**

Many people dismiss these ancient texts as 'stories for children' or 'meaningless rules'. Others may wish to take them literally. How might we encourage others to hear God's voice through these early scriptures and find lessons for our world and our lives today?

### **Winter (25.4) – Discipling others**

Teaching the faith and mentoring new Christians is an important part of our role. This issue provides an opportunity for Readers/LLMs to share ideas and good practice, as well as to explore what may or may not work in different situations.

### **Spring (26.1) – Prayer, praise and worship**

There are many different styles of worship and exploring the new can prevent us from getting stale. We need to be respectful of others' style, while being authentic in our own worship, and that sometimes means moving out of our comfort zone and persuading others to do the same.

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.

## 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	<b>2½%</b>
3 advertisements	<b>5%</b>
4 advertisements	<b>10%</b>

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 2025

- Spring** Making Christ known in a secular world
- Summer** Pastoral responses to sickness and sorrow
- Autumn** The first five books of the Bible – how are they relevant?
- Winter** Discipling others

### 2026

- Spring** Prayer, praise and worship

### 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 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**

#### Summer 2025 (Published - Mid April)

Final booking date for Ads **Jan 17, 2025**  
Copy date for Ad artwork **March 18, 2025**  
Your inserts to printer by **March 28, 2025**  
Mailed out (approx. date) **April 22, 2025**

#### Autumn 2025 (Published - End Aug)

Final booking date for Ads **May 13, 2025**  
Copy date for Ad artwork **July 10, 2025**  
Your inserts to printer by **July 22, 2025**  
Mailed out (approx. date) **Sept 1, 2025**

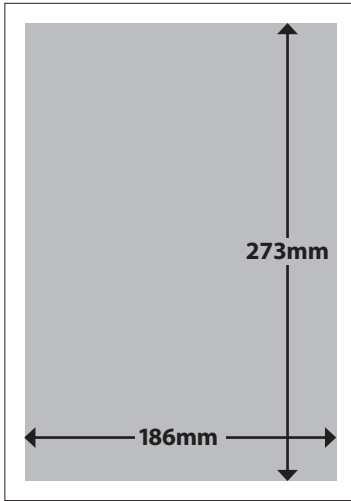
#### Winter 2025 (Published - Mid Oct)

Final booking date for Ads **July 31, 2025**  
Copy date for Ad artwork **Sept 29, 2025**  
Your inserts to printer by **Oct 9, 2025**  
Mailed out (approx. date) **Oct 20, 2025**

#### Spring 2026 (Published - Mid Jan)

Final booking date for Ads **Oct 14, 2025**  
Copy date for Ad artwork **Dec 12, 2025**  
Your inserts to printer by **Dec 23, 2025**  
Mailed out (approx. date) **Jan 13, 2026**

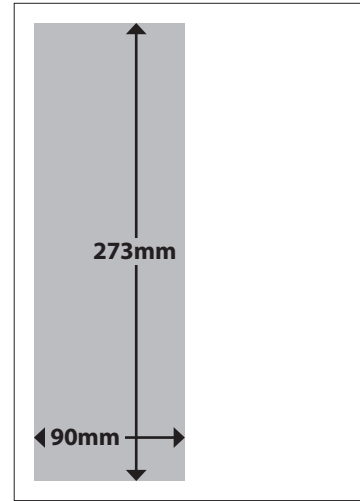
## Standard positions



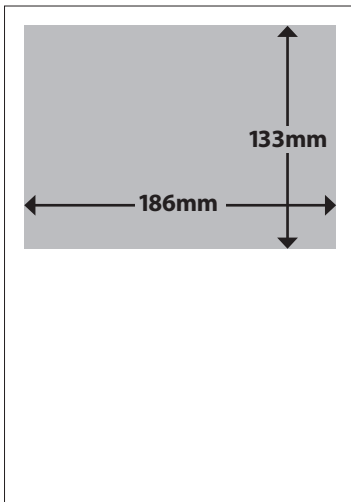
**Full page**  
**£827**

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

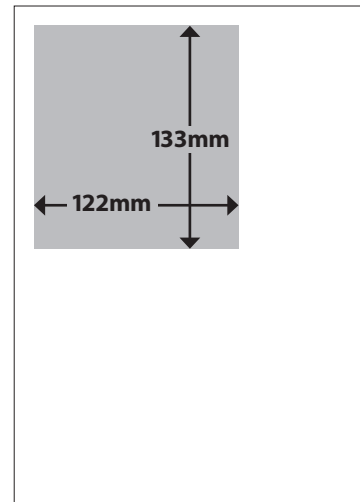
**£853**



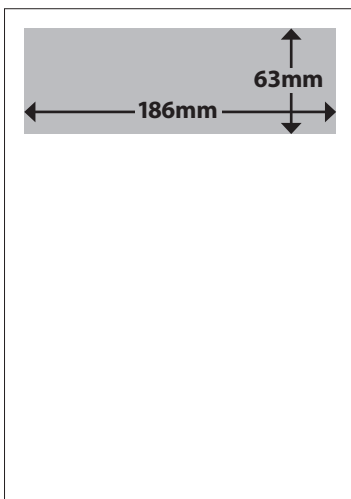
**1/2 page vertical**  
**£522**



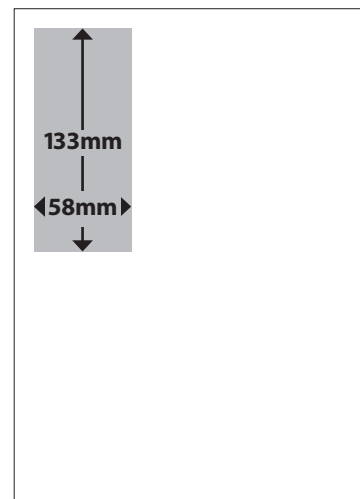
**1/2 page horizontal**  
**£448**



**1/3 page**  
**£291**



**1/4 page**  
**£291**

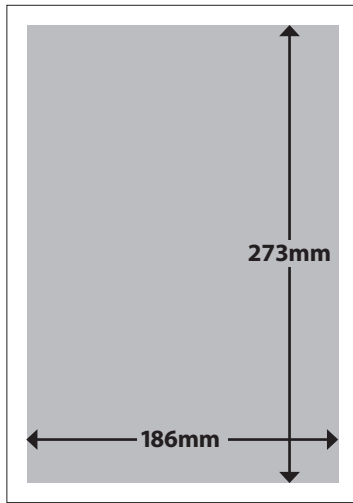


**1/6 page**  
**£167**



## Premium positions (non-bleed advertisements)

Outside Back Cover | Inside Front Cover | Inside Back Cover

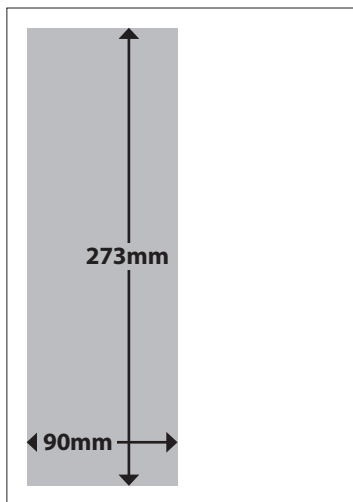


### Full page

Outside Back Cover  
**£1139**

Inside Front Cover  
**£1005**

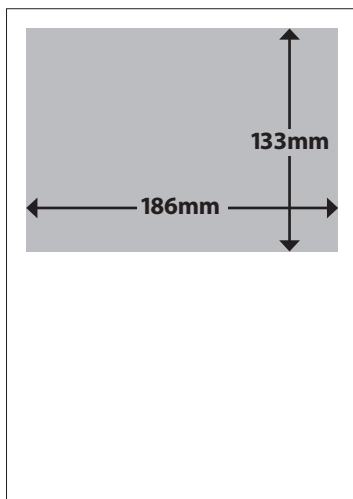
Inside Back Cover  
**£966**



### 1/2 page vertical

Inside Front Cover  
**£628**

Inside Back Cover  
**£619**



### 1/2 page horizontal

Inside Front Cover  
**£628**

Inside Back Cover  
**£619**



## 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  
**£1147**

Inside Front Cover  
**£1019**

Inside Back Cover  
**£982**

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

297mm

102mm

Add 3mm bleed (red area)

Inside Front Cover  
**£665**

Inside Back Cover  
**£611**

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

145mm

210mm

Add 3mm bleed (red area)

Inside Front Cover  
**£665**

Inside Back Cover  
**£611**

## Loose inserts

Max weight 40gms

Per insert, per issue

**£1027**

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 25.1**  
23 Dec 2024

**Summer 25.2**  
28 March 2025

**Autumn 25.3**  
22 July 2025

**Winter 25.4**  
9 Oct 2025

**Spring 26.1**  
23 Dec 2025

### 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 **£966**

**Artwork size - 297mm x 210mm - any orientation**

**Artwork deadline - same as all other ads.**

