

MASSAGE WORLD

The Massage and Body Therapists Magazine

Advertising Rates 2024



www.massageworld.co.uk

MASSAGE WORLD

The UK's only Independent Magazine for Massage Therapists and Body workers.

Massage World has established itself over the last 14 years as the publication that provides accessible and authoritative information for today's practitioners and 4,500 subscribers.

It is also recommended by many Colleges and Schools as course reading.



Massage World publishes the latest developments in the profession and keeps readers updated on any regulatory processes, both in the UK and abroad.

Students

Massage World has proved to be invaluable to those embarking on a new career. The popular student section includes interesting Case Histories and a Questions and Answers page.

Editorial

Each issue, eminent practitioners from the UK and abroad are given the opportunity to share their expertise and experiences with the readership. This is the only independent publication totally dedicated to the practice of bodywork at all levels from training through to Continuing Professional Development.

Figures

Readership: 4,500

**Unique Web Hits
(per month): 2,895***

Pagination: 60 pages

*Statistics for one month 8 October 2014 –
7 November 2014 for our website*

Our Features

Each issue contains a broad range of features including:

- ***New techniques***
- ***Business tools***
- ***Theory***
- ***Massage skills from around the world***
- ***Aromatherapy***
- ***Reflexology***

Our regular features include:

- ***News and views***
- ***Massage Report***
- ***Calendar of Events***
- ***Product & book reviews***
- ***Course Listings***
- ***Continuing Professional Development***



Advertisers Information

Pass on readership

There are a high percentage of readers that pass on their copy to another person and many clinics and libraries subscribe for the use of their staff and students

Purchasing power

Many of our readers are self employed therapists and so have total control over purchasing decisions for their place of work and themselves personally, from equipment to stationery. They are also in a position to make recommendations to other therapists and clients.

Ethics

Massage World is committed to responsible advertising of products and services

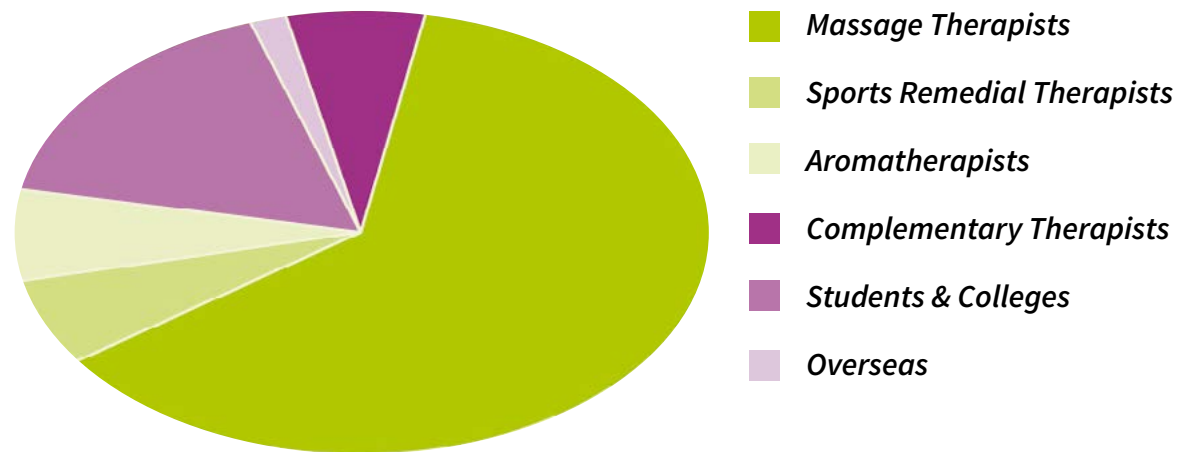
Exhibitions

Each year Massage World is prominent at all the main trade exhibitions in the UK including:

- **Professional Beauty**
- **Olympia Beauty**
- **Holistic Health**
- **Cam Expo**
- **Mind Body Soul/OM Yoga**

Subscriber base

Massage World has an increasing readership made up as follows:



Opportunities

There is a choice of advertising placement either in the body of the magazine, the classified section or course listing pages. We also accept inserts and there are opportunities to appear on our website:

www.massageworld.co.uk



Print Advertisement Specifications and Rates



Double page spread
Trim size: 420mmx297mm
With bleed: 426mmx303mm



Full page (A4)
Trim size: 210mmx297mm
With bleed: 216mmx303mm

Double page spread

**Please contact
us to discuss rates**

Full page (A4)

£875.00

Half page

£425.00

Quarter

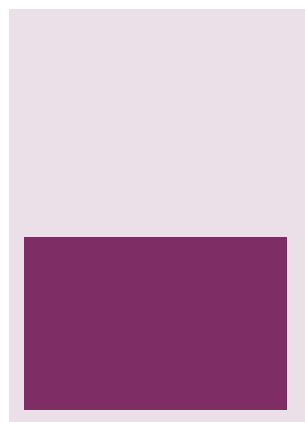
£225.00

Eighth

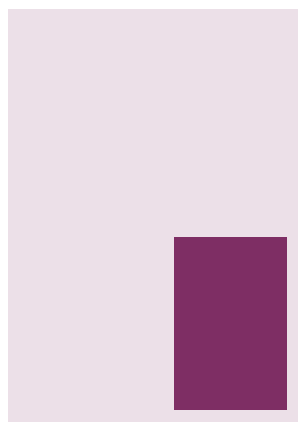
£145.00

Course Listing with Logo 4 issues (1 year)

£45.00



Half page
190mmx130mm



Quarter page
90mmx130mm



Eighth page
60mmx90mm

Technical Requirements

PDF FILES: Print-ready version 1.4 (Please note the industry standard for pdf is 1.4. Files supplied as 1.5 (or higher) may not be compatible with our workflow and will require vigilant checking on proof return as they fall outside of the PPA guidelines). Please supply DPS and Full page ads with bleed marks.

FORMATS: Must be Postscript Type 1 and embedded within the file adobe acrobat or InDesign document with fonts and high-resolution images (min 300dpi) supplied.

RESOLUTION: All files must contain images at 300 dpi. Files must be supplied in a CMYK format and have all fonts and images embedded. All files should be Mac compatible.

COLOUR: All files should be supplied CMYK only, Any files supplied RGB or with pantone colours will be converted by the publisher. We will not take responsibility for any colour variance this may cause.

Online Advertisement Specifications and Rates



MPU
230x230px

Per Quarter **£125.00**

Per Quarter (animated) **£200.00**

Per Annum **£375.00**

Per Annum (animated) **£400.00**

Technical Requirements

Please supply as jpegs.

If you wish to have an animated advert please supply the frames in order for the Massage World team to create the animated gif for your approval. No more than 3 frames per advert.

Please supply us with the URL for your advertisement.

If you need assistance with your advert, technical or the creation of artwork, please contact us.



Banner
604x80px

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For more information or to book
please contact our Advertising
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