

ADVERTISING IN THE ASTROLOGICAL JOURNAL

For fifty years, the Astrological Association has been serving astrology by informing and bringing together astrologers from all over the world. It has succeeded admirably in this; it is now one of Europe's leading astrological organisations and its conferences and publications are world-renowned in the astrological community. It is also a central resource for astrologers, the public, and astrological organisations across the UK.

With members from all over the world, you can get your message across to a highly focused world-wide audience by advertising with the Astrological Association at extremely reasonable prices!

The Astrological Association's flagship publication is the Astrological Journal, which is published six times a year. The Journal is sent out to all members, and can also be purchased in astrology shops by non-members. This isn't a magazine that people read and throw away – articles in the Journal are frequently quoted in academic papers and other astrology publications, and most subscribers keep their copies permanently. Many local astrology groups have copies of the Journal in their libraries for their own members to read – so the actual readership of the Journal is far higher than the membership.

The Astrological Journal is an A4 publication. Pages inside the Journal are either two column or three column pages, giving a wide variety of size options for your advertisement.

Ad Dimensions:

Full page outside page: 280 x 210mm + 3mm bleed.

Full inside page: 246mm x 178mm

Half page Horizontal: 120mm x 178mm

Half page Vertical: 246mm x 86mm

Third page Horizontal: 78mm x 178mm

Third page Vertical: 246mm x 56mm

Quarter page Horizontal: 57mm x 178mm

Quarter page Vertical: 120mm x 86mm

Sixth page Vertical: 120mm x 56mm

Sample prices:

Outside Back Cover £150

Inside Back Cover £140

Inside Front Cover £150

Full page £125

Half page £75

Third page £55

Quarter page £50

Sixth page £40

All prices are subject to VAT at 20% Series discount: 12.5% for 2-5 issues 15% for 6 issues

ARTWORK

Artwork is your print-ready ad. It may be submitted electronically, or in printed format; electronic format is preferred. We can accept .tiff or .pdf format, resolution must be at least 300dpi. Colour adverts should preferably be in CMYK rather than RGB.

Full page artwork needs to be 210x297mm with a 3mm bleed at the edges. If you would like a border, anything from 179x260mm upwards is fine.

For further information, or to submit your ad, please email advertising@astrologicalassociation.com