

Your guide to Evangelical Alliance Media 2022

ADVERTISING OPPORTUNITIES,
SPECIFICATIONS AND RATES

WE ARE
IMAGE BEARERS
OF GOD'S LOVE

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“

I have given them the glory that you gave me, that they may be one as we are one, I in them and you in me, so that they may be brought to complete unity. Then the world will know that you sent me and have loved them even as you have loved me.”

JOHN 17:22-23

About the Evangelical Alliance

The Evangelical Alliance is made up of hundreds of organisations, thousands of churches and tens of thousands of individuals, joined together for the sake of the gospel. Representing our members since 1846, the Evangelical Alliance is the oldest and largest evangelical unity movement in the UK.

United in mission and voice, we exist to serve and strengthen the work of the church in our communities and throughout society. Highlighting the significant opportunities and challenges facing the church today, we work together to resource Christians so that they are able to act upon their faith in Jesus, to speak up for the gospel, justice and freedom in their areas of influence.

Working across the UK, with offices in London, Cardiff, Glasgow and Belfast, our members come together

from across denominations, locations, age groups and ethnicities, all sharing a passion to know Jesus and make Him known.

idea is the Evangelical Alliance's bi-monthly magazine which keeps members up to date with what evangelical Christians around the UK are doing to make Jesus known and provides a platform for us to share solutions to some of the challenges we face.

Underpinned by theological reflections written by Bible college principals and Christian leaders, and enhanced by stories of how churches, individuals and organisations are living out what God's word says, idea is as much a source of encouragement as it is a handy resource.

Members of the Evangelical Alliance get their copy of idea magazine free of charge and delivered straight to their door.



THE EVANGELICAL ALLIANCE MEDIA PACK 2022

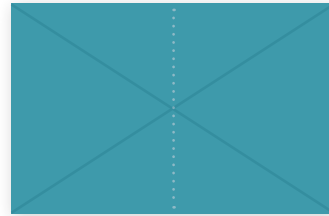
idea magazine

Advertising rates



FULL PAGE £1100
BACK COVER £1300
INSIDE COVER £1200

Artwork size:
 303mm x 216mm
 including 3mm bleed



DOUBLE PAGE SPREAD
£1850

Artwork size:
 303mm x 426mm
 including 3mm bleed



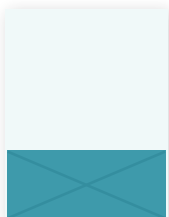
HALF PAGE £750
Portrait

Artwork size:
 270mm x 90mm



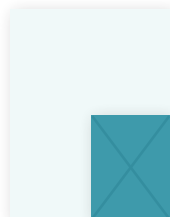
HALF PAGE £750
Landscape

Artwork size:
 133mm x 186mm



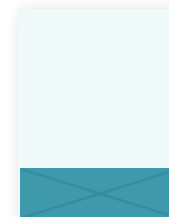
THIRD PAGE £600
Landscape

Artwork size:
 90mm x 186mm



QUARTER PAGE £600
Portrait

Artwork size:
 133mm x 90mm



QUARTER PAGE £600
Landscape

Artwork size:
 65mm x 186mm



ADDRESS CARRIER £850
Artwork size:

As full page, allowing for
 60mm x 150mm address box;
 top of box 60mm from trim

Insert rates 2021

LOOSE INSERTS (UP TO 10G)

- **Full run** – 22,000 (not bulks)
£70 per 1,000
- **Individuals** – 12,500
£95 per 1,000
- **Churches/organisations only** – 3,500
(1 per pack):
£120 per 1,000

STITCHED-IN (UP TO 10G)

- 23,000:
£85 per 1,000
- **Weight surcharge all inserts:**
£2 per g per 1,000

Production schedule

ISSUE	COPY DEADLINE	MAILDATE
January/February 2022	23 November 2021	17th December 2021
March/April 2022	29th January 2022	23rd February 2022
May/June 2022	26th March 2022	22nd April 2022
July/August 2022	27th May 2022	23rd June 2022
September/October 2022	27th July 2022	23rd August 2022
November/December 2022	28th September 2022	25th October 2022
January/February 2023	22 November 2022	16th December 2021

Stitched insert delivery: 3 days after copy

Loose insert delivery: 14 days after copy

Requirements

ARTWORK

- Artwork to be supplied via email as press-quality PDF, JPG, TIFF, Minimum 300 dpi CMYK, all fonts embedded. EPS files are also acceptable.

LOOSE INSERTS

- Maximum size when folded is 290mm x 200mm portrait. Max width 200mm. Minimum size 100mm x 100mm. Minimum paper weight 50gsm
- Must have a straight, closed leading edge (no z-folds)
- Overs retained for one month after mailing, returnable at advertiser's prior request and expense

STITCHED-IN INSERTS

- Supply folded and trimmed on a minimum of 115gsm stock. Leave additional head trim 5mm (above crop marks)
- High folio should have a 10mm binding lip on back section for pickup
- Leave 3mm clear on either side of the binding spine when folded for inserts over four pages
- Must not cover more than 60% of an A4 page when folded. Mock-up should be supplied for approval prior to printing

Terms & Conditions

Advertising in idea does not necessarily imply editorial endorsement. The Evangelical Alliance reserves the right to accept or refuse advertising at its discretion. Any booking confirmation will be subject to approval of final artwork.

PAYMENTS: Strictly 30 days from date of invoice (please note that first-time advertisers may be asked to pay in advance). Cheques should be made payable to Evangelical Alliance Developments Ltd.

LATE CANCELLATION: A fee of 50% of the booking charge may be applied when orders are withdrawn less than 30 days before press deadline. A fee of 100% of the booking charge may be applied when orders are withdrawn less than 10 days before press deadline.

LATE DELIVERY: Failure to supply artwork or inserts in the correct format by the deadline advised on booking confirmation may result in omission from the magazine, in which case a fee of 100% of the booking charge may be applied.

AGENCIES: 10% commission payable to bona fide advertising agencies subject to payment of invoices within 30 days.”

VAT: VAT will be charged at the prevailing rate unless by the press deadline we are in receipt of a VAT zero-rating form.

NON-DELIVERY OF INSERTS: The Evangelical Alliance will make every effort to ensure that inserts are mailed with idea in according with the booking confirmation. However, the Evangelical Alliance cannot accept any liability for non-delivery. Advertisers will only be charged for inserts that have been mailed.

SUPPLY OF INSERTS: Extra charges will be applied if:

- Outside delivery window
- Packaged and labelled incorrectly
- Different format and weight from booking
- Delivered to incorrect address

LOSS OR DAMAGE OF INSERTS: The Evangelical Alliance will make every effort to ensure that inserts are stored securely between delivery and despatch. However, the Evangelical Alliance cannot accept liability for damage or loss caused by fire, theft or any other reason. It is strongly recommended that advertisers include this risk in their own insurance policies.



THE EVANGELICAL ALLIANCE MEDIA PACK 2022

Digital advertising

Digital advertising

We can support you digitally with two options of digital advertising with eauk.org.

WEEKLY HEADLINES EMAIL

We offer a banner ad at the bottom of this weekly email.



For best quality, resolution should be 2200px wide x 600px high.

PRICE:

- **One week:** £300.00 (Standard price)
- **Two weeks:** £600.00 - 15% = £510.00
- **Three weeks:** £900.00 - 20% = £720.00

EAUK.ORG NEWS & VIEWS

Banner adverts across all of our “News & views” articles on eauk.org. This is an advert banner that sits beneath the 3rd paragraph on all articles in the section.



For best quality, resolution should be 2200px wide x 600px high.

PRICE:

- **One month:** £300.00 (Standard price)

If you advertise across both the website and Headlines, the discount applied to the Headlines option you've chosen will be applied to your online ad.



THE EVANGELICAL ALLIANCE MEDIA PACK 2022

easilyfound

easilyfound

easilyfound.it is the Evangelical Alliance’s online hub for advertisers and members of the Evangelical Alliance.

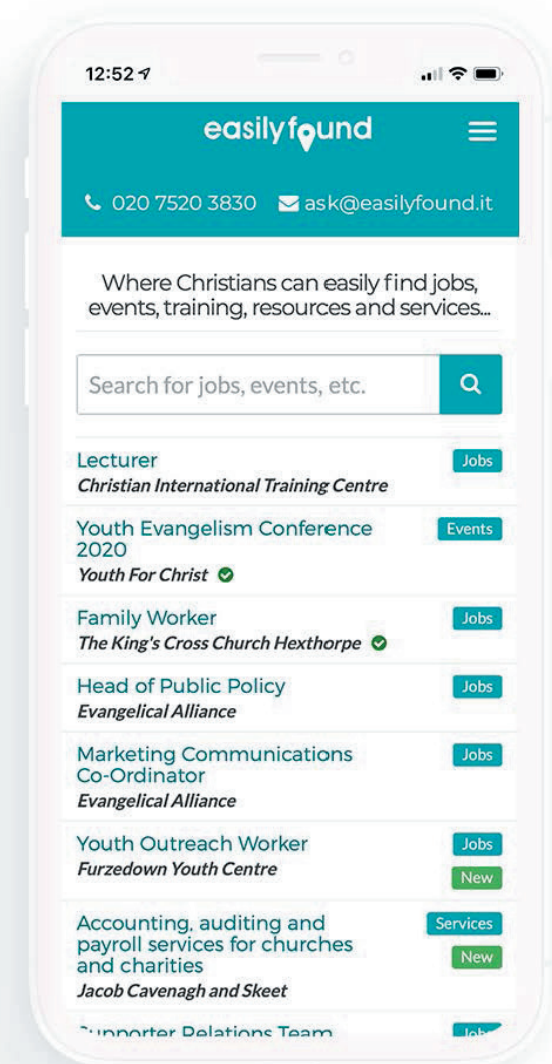
If you are running a Christian event, organising a prayer initiative, recruiting staff or volunteers, looking to publicise your resources or services, or even wanting to sell a house - easilyfound.it is the place to advertise.

easilyfound also comes in a print version mailed out bi-monthly with idea magazine to members of the Evangelical Alliance.

“

“A great investment! Thank you so much for your fast, efficient and friendly service. I am a small business that trades part-time throughout the week and was urgently seeking staff. Your helpful approach allowed me to write an advertisement and circulate to your members within hours. Best of all - I secured two quality candidates. Thank you Evangelical Alliance - you truly have been a blessing.”

KAREN M BRYSON, BRIGHT FUTURES 4 ALL



Online listings on *easilyfound.it*

- 65p per word, £10 per graphic for one calendar month or part thereof.
- Graphic as jpeg at least 600px wide for social media display
- Minimum booking £50. Plus VAT if applicable.
- Additional month or part thereof £20.
- Listing booster (new entry at top of site and social media feeds) £50.
- Please allow three working days for your advert to be uploaded (may be possible same day).
- An email is sent to around 5,161 recipients each month with links to current adverts.

easilyfound print and online

- Includes 15,500 copies of print version of *easilyfound* distributed with *idea* magazine bi-monthly to members of the Evangelical Alliance (one per address). Plus up to 3 months online.
- £1.50 per word, graphic £20. Minimum booking £75 (50 words). Plus VAT if applicable.
- Please supply graphic as JPEG or TIFF at minimum 300dpi. Advert will be set in house style.

easilyfound print copy deadlines

ISSUE	COPY DEADLINE
Jan/Feb 2022	23 November 2021
Mar/Apr 2022	29th January 2022
May/June 2022	26th March 2022
Jul/Aug 2022	27th May 2022
Sept/Oct 2022	27th July 2022
Nov/Dec 2022	28th September 2022
Jan/Feb 2023	22 November 2022

easilyfound.it web boxes

- Static gif, png or jpeg plus hyperlink.
- Please supply at double size for HD screen displays.



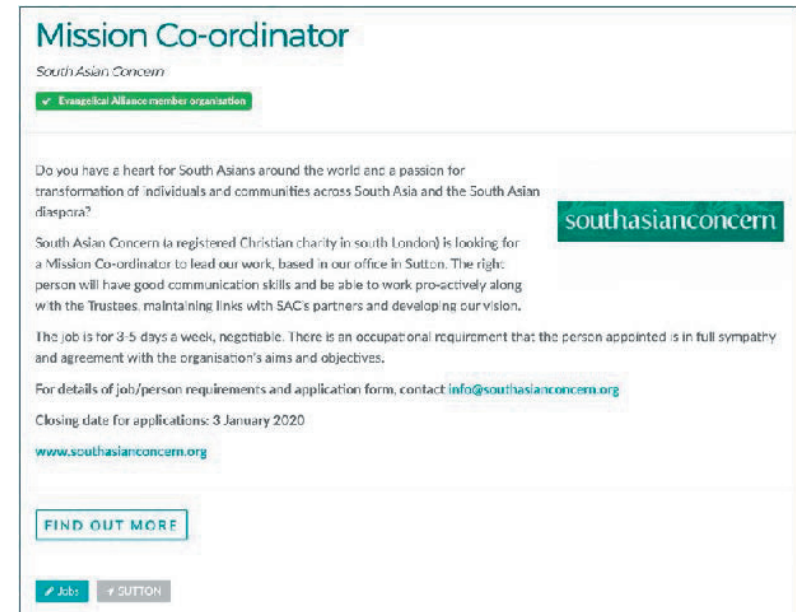
360 X 300 PIXELS

- £100 (1 month)
- £240 (3 months)
- £360 (6 months)



170 X 170 PIXELS

- £50 (1 month)
- £120 (3 months)
- £180 (6 months)



EXAMPLE

- £87.10 for 1 month online
- £201 for print and 3 months online



THE EVANGELICAL ALLIANCE MEDIA PACK 2022

2023 Calendar

2023 Calendar

Each year the Evangelical Alliance circulates around **16,000 copies of the Calendar free of charge to members - individuals, churches and organisations - with the November/December issue of idea magazine.**

Take a month of your choice to show our members the work of your organisation, with an A4 image, 100 words of description and contact details. A section for prayer points is also included to request specific prayer during the month.

COPY REQUIREMENTS

- Landscape image appropriate for a calendar; size 303mm across x 216mm up including 3mm bleed
- Up to 100 words of text - description of campaign, contact details, CTA
- Up to 50 words of text for Prayer Points
- PDF proof of your spread will be supplied for approval/amendment

“

There was at least one new investor last month because of the calendar specifically, so we really appreciate being part of it and excited about connecting more people to end homelessness and bring the life and love of Jesus to more people!”

GREEN PASTURES (CALENDAR ADVERTISERS 2018, 2019, 2020)

Date of issue: TBC

Copy deadline: TBC

Price: £1,200 plus VAT if applicable*

*Discount available when booked with a series of advertising in idea magazine.

To provide any text and logos/graphics (if required),
or to simply find out more, please contact our media
sales managers, Matt Aldous & Grace Clarke:

T: 01892 752913

E: sales@eaukmedia.org



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The Evangelical Alliance. A company limited by guarantee. Registered in England & Wales No. 123448.

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