



# Your guide to Evangelical Alliance Media 2023

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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

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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 quarterly 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.

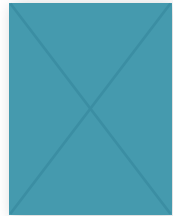


THE EVANGELICAL ALLIANCE MEDIA PACK 2023

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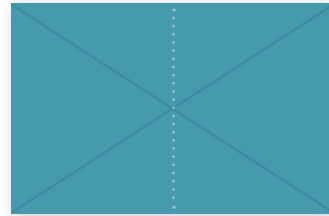
# *idea* magazine

# Advertising rates



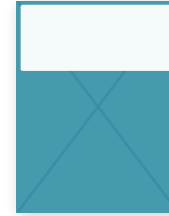
**FULL PAGE**     **£1100**  
**BACK COVER**   **£1300**  
**INSIDE COVER**   **£1200**

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



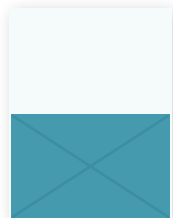
**DOUBLE PAGE SPREAD**  
**£1850**

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



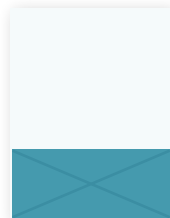
**ADDRESS CARRIER** **£850**

**Artwork size:**  
 As full page, allowing for  
 200mm x 90mm address box;  
 top of box 5mm from trim



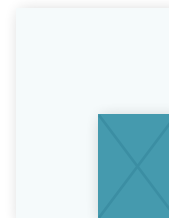
**HALF PAGE** **£750**  
**Landscape**

**Artwork size:**  
 186mm x 133mm



**THIRD PAGE** **£600**  
**Landscape**

**Artwork size:**  
 186mm x 90mm



**QUARTER PAGE** **£600**  
**Portrait**

**Artwork size:**  
 88mm x 133mm



**QUARTER PAGE** **£600**  
**Landscape**

**Artwork size:**  
 186mm x 65mm



# Insert rates 2023

## LOOSE INSERTS (UP TO 10G)

- **Full run** – 22,000 (not bulks)  
£72 per 1,000
- **Individuals** – 12,500  
£97 per 1,000
- **Churches/organisations only** – 3,500  
(1 per pack):  
£125 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
<b>July–Sept 2023 (Summer)</b>	30th May 2023	27th June 2023
<b>Oct–Dec 2023 (Autumn)</b>	29th August 2023	26th September 2023
<b>Jan–Mar 2024 (Winter)</b>	9th November 2023	15th December 2023

**Stitched insert delivery:** 3 days after copy

**Loose insert delivery:** 14 days after copy

# Requirements

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## 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

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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 is chargeable when orders are withdrawn less than 30 days before press deadline. A fee of 100% of the booking charge is chargeable 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 is chargeable.

**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 accordance 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.





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# Digital advertising

# Digital advertising

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

**25% DISCOUNT**  
*on headlines emails and website sponsorship for Evangelical Alliance members*

## WEEKLY HEADLINES EMAIL

We offer a banner ad in the middle of this weekly email.



For best quality, resolution should be 600px wide x 400px high.

### PRICE:

- One week:** £250
- Two weeks:** £500
- Three weeks:** £750

## 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:** £350 (Standard price)



easilyfound

Listings About Get a quote

01892 752 927 ask@easilyfound.it

Where Christians can easily find jobs, events, training, resources and services...

Search for jobs, events, etc.

- Chairperson of Board of Trustees  
The Railway Mission Jobs
- Fight Unemployment  
Transformational Enterprise Network Jobs
- Senior Fundraising Role  
Evangelical Alliance Training
- Missionary  
Pais Project Jobs
- PA Warden  
Lee Abbey Jobs
- House Keeper  
Lee Abbey Services
- Church and Charity Accounting  
Church & Charity Accounts Service

NO MORE RESULTS

THE EVANGELICAL ALLIANCE MEDIA PACK 2023

# easilyfound

# easilyfound.it

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

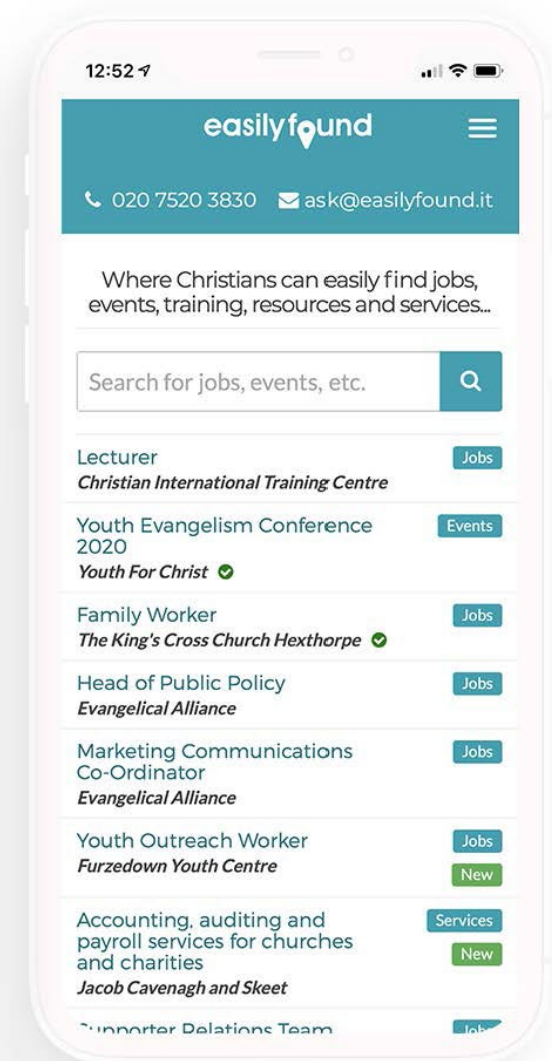
If you are running a Christian event, organising a prayer initiative, recruiting staff or volunteers, looking to publicise your resources or services, or even wanting to sell a house - easilyfound.it is the place to advertise.

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

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*“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*

- **STANDARD LISTING: £89 + VAT**  
Includes one month listing, logo and inclusion in monthly email (first week of the month)
- **ENHANCED LISTING: £115 + VAT**  
Includes one month listing, logo and inclusion in monthly email (first week of the month) plus premium positioning on website and in emails
- Additional months: £50 + VAT



# *easilyfound* print and online

- Includes 15,500 copies of print version of *easilyfound* distributed with *idea* magazine quarterly to members of the Evangelical Alliance (one per address). Plus up to 3 months online.
- Two spots available on the reverse of the fly sheet.
- £250 + VAT per listing, up to 300 words including graphic.
- Please supply graphic as JPEG or TIFF at minimum 300dpi. Advert will be set in house style.
- Includes a monthly distribution to 4,700 people via the *easilyfound.it* update email – with a 50% open rate

# *easilyfound* print copy deadlines

ISSUE	COPY DEADLINE
July–Sept 2023 (Summer)	6th June 2023
Oct–Dec 2023 (Autumn)	5th September 2023
Jan–Mar 2024 (Winter)	16th November 2023

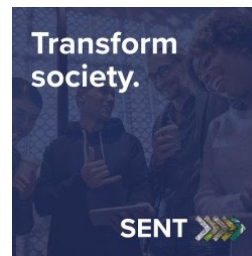
# easilyfound.it web boxes

- 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)

### Mission Co-ordinator

*South Asian Concern*

✓ Evangelical Alliance member organisation

Do you have a heart for South Asians around the world and a passion for transformation of individuals and communities across South Asia and the South Asian diaspora?

South Asian Concern (a registered Christian charity in south London) is looking for a Mission Co-ordinator to lead our work, based in our office in Sutton. The right person will have good communication skills and be able to work pro-actively along with the Trustees, maintaining links with SAC's partners and developing our vision.

The job is for 3-5 days a week, negotiable. There is an occupational requirement that the person appointed is in full sympathy and agreement with the organisation's aims and objectives.

For details of job/person requirements and application form, contact [info@southasianconcern.org](mailto:info@southasianconcern.org)

Closing date for applications: 3 January 2020

[www.southasianconcern.org](http://www.southasianconcern.org)

[FIND OUT MORE](#)

[Jobs](#) [+ SUTTON](#)

## EXAMPLE

- £89 + VAT for 1 month online
- £250 + VAT for print and 3 months online

To provide any text and logos/graphics (if required),  
or to simply find out more, please contact our media  
sales manager, James Batterbee:

**E:** [sales@eauk.org](mailto:sales@eauk.org)



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176 Copenhagen Street, London, N1 0ST

T 020 7520 3830 | E [info@eauk.org](mailto:info@eauk.org) | W [eauk.org](http://eauk.org)

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