



Media Pack 2011

# THE MOTHER magazine

READ IN MORE THAN FORTY COUNTRIES

*The UK's only magazine  
dedicated to  
attachment parenting  
and conscious lifestyle choices  
which honour families and the Earth.*

[www.themothermagazine.co.uk](http://www.themothermagazine.co.uk)

# ADVERTISING IN THE MOTHER

## **About The Mother magazine:**

Conceived nine years ago by Veronika Robinson, a former journalist, and an attachment parenting mum, The Mother has broken new ground in the holistic parent market by publishing cutting edge articles written by passionate and experienced contributors, such as Joseph Chilton Pearce, James Prescott, Dr Thomas Verney, Dr Richard House, Dr Christophe Vever, Jeannine Parvati Baker, Michael Mendizza, as well as parents. Every aspect of natural and conscious parenting is explored from conception, childbirth, education, teenagers, and personal growth. Due to our commitment to provide a strong editorial content, advertising space is limited to a first-come, first-served basis. If you want to reach a dedicated market with your holistic, ethical or ecological products and services, then this magazine is for you.

## **Our promise:**

We'll never hype up the numbers of people who read our magazine in order to get your business.

We want to help innovative, holistic and ethical businesses to be more successful ~ our view is of the long-term, and of sustainability ~ so you're offered financially viable advertising rates whatever your business size.

Adverts are always vetted for suitability by our editorial team. If we think your business/product or organisation is complementary to The Mother, then there's a great chance that the readership will respond positively, too.



### Reader profile:

Our readers can't be put in a box. We have women, men and children read The Mother, as well as people without children. We have grandparents who subscribe so they can be in tune with their children's parenting style, as well as health care professionals from both the alternative and mainstream fields, who read The Mother in the hope they can augment their knowledge. You can be assured that people who subscribe to The Mother are committed

to this lifestyle for themselves and their family. Readership comes almost exclusively through subscriptions, thereby ensuring accurate circulation figures.

## Circulation

The Mother has between 4, 500 to 6000 readers per issue.

## Advertising costs & specifications

### Black and white adverts

- 1/8 page (H63mm x W86mm) £ 85.00 per issue
- 1/4 page (H130mm x W 86mm) £150.00 per issue
- 1/2 page (H130mm x 195mm) £280.00 per issue
- Full page (H285mm x W195mm) £500.00 per issue

### Colour adverts

- 1/4 page (H130mm x W 86mm) £190.00 per issue
- 1/2 page (H130mm x 195mm) £320.00 per issue
- Full page (H285mm x W195mm) £580.00 per issue
- BACK COVER or INSIDE FRONT COVER: full colour (H285mm x W195mm) ...£650.00 per issue

## WEB ADVERTISING

on [www.themothermagazine.co.uk](http://www.themothermagazine.co.uk)

Advertisers who commit to SIX consecutive issues (one publishing year), will receive FREE advertising on the website for the duration of their advertising.

## Submission of adverts

Files can be sent by jpeg, pdf, tiff or Word, and emailed to:

[mothermagazine@hotmail.com](mailto:mothermagazine@hotmail.com) or

[editor@themothermagazine.co.uk](mailto:editor@themothermagazine.co.uk)

or posted to:

The Mother magazine,  
Croft House, Glassonby,  
near Penrith  
CA10 1DU  
Cumbria, UK.

## Copy deadline:

4 weeks before publication.

Due dates: December 1<sup>st</sup>, February 1<sup>st</sup>, April 1<sup>st</sup>, May 1<sup>st</sup>, August 1<sup>st</sup>, October 1<sup>st</sup>, etc.

## Payment:

All adverts must be paid for before publication. Payment options: Paypal, cheque (payable to: *The Mother magazine*), BACS (contact us for bank details).

## Contact details:

Advertising Manager: Keeley Farrington  
e: [keeley@motherscircle.co.uk](mailto:keeley@motherscircle.co.uk)

