

The Healing Journal **media kit**

Effective advertising doesn't have to cost an arm and a leg!

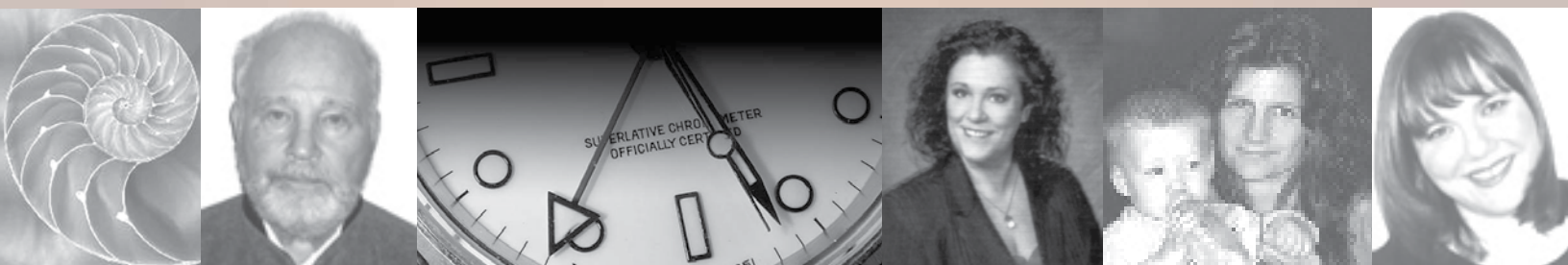
Call us for solution-oriented marketing and advertising.



604-603-3840

Merrie Bakker, Publisher

www.thehealingjournal.com





We distribute **33,000 copies** of each issue to a loyal, well educated, highly motivated and ever-growing loyal, empowered readership of more than **125,000 people**. (No phony numbers and wastage.)

- The Healing Journal** is the only publication in BC that supports alternative, complementary and holistic healers and their work with VERY REASONABLE, AFFORDABLE ADVERTISING RATES.
- The Healing Journal** is distributed to over 475 high-traffic locations in Vancouver, the Lower Mainland, Fraser Valley and Victoria and has an unheard of 2% return rate of unread copies - we do not over-print, over-deliver or squander copies! We monitor our deliveries.
- The Healing Journal** is considered a very credible source of in-depth and inspired health, spiritual, metaphysical and holistic lifestyle information - our content is factual, researched, honest and not advertorial in nature and the publication is kept by many readers for referencing. 59% of our readers refer to back issues several times per year.
- The Healing Journal** readers regularly visit www.thehealingjournal.com. Our high-traffic web site repeats all advertising (practitioners and profiles have direct links at no additional cost).
- The Healing Journal** is bi-monthly, which means your ad stays visible longer and your ad budget goes twice as far - twice as long.
- The Healing Journal's** advertising-to-editorial ratio is 35% to 65%. With most publications it's the other way around. In **The healing Journal** your ad gets attention and is not overwhelmed by competitors.
- The Healing Journal** readers are between 21 and 34 years of age - 40%; between 35 and 54 years of age - 36%; and over 55 years of age - 24%.
- The Healing Journal** readers have completed high school - 83%; have a vocational school diploma or equivalent - 31%; have one or more university degrees - 34%.
- At **The Healing Journal** we select advertisers with the highest standards to be a part of our publication and to have access to our readers - ***please call us and see if it will pay to join us!***

the healing journal

Dedicated to Natural Healing, Spirituality, Metaphysics and Holistic Living



The Healing Journal positions you as the expert in your field in a number of ways.

Display ads, at our incredibly reduced, competitive rates, offer you the chance to put forward your message in a clear and focused

format designed to get attention! We honour the sophistication of our readers by never disguising 'advertorials' as articles. This straightforward approach attracts loyal readers and enables your display ad to stand out alongside quality, informative, original content. Your ad is also displayed again on The Healing Journal web site at the home page with a pop-up ad identical to your hardcopy ad for no additional fees. (See pages 4 - 6)

The Advertorial, for promoting your business, practice, product, book, courses or CD, allows you an ad in story form – an effective and enjoyable way to get a message to the public. Such a story will be placed in the advertorial section of the hard copy and will also be shown under the advertisers section on-line on our home page. We prefer these to be 1/4, 1/3 or 1/2 page in size... and our pages are huge! (See page 5)

The Profile, is now presented for an even more reasonable price - a one sixth page, black and white format, specifically for practitioners, their products or their services. This bold format allows you a unique opportunity to educate readers about yourself and the key benefits of what you are offering. Additionally, we will feature your Profile at www.thehealingjournal.com web pages, keeping your name in the public eye for as long as you are on our printed pages. You are encouraged to also have a direct link from your profile to your email and/or web site addresses. (See Page 8).

The Directory of Practitioners is an opportunity to introduce yourself to our readers at a rock bottom rate. This three line listing is repeated in the directory at www.thehealingjournal.com and direct links allow readers to make direct contact with you. Our "below wholesale" rates mean that you have exposure in two directories for as little as \$10 per month! (See Page 8)

The Events Calendar and the Classified Ads are our most flexible formats. With \$30 for the first 20 words and \$1 per word thereafter, you can let all the readers know what you are offering, when, by whom and where. (For more on Events Calendar and Classified advertising, please see page 8).

DISPLAY AD RATES

These rates include placement of your advertising on The Healing Journal web site:
www.thehealingjournal.com
with a link to your email address and website.

AD SIZE	ONE-TIME	SUBSEQUENT	ONE YEAR
Back Cover - full colour	\$1500	\$1350	6 X \$1200

Black and White Display Ad Rates

Full Page 8.3 x 11.5 live area 10 x 13	\$1150	\$1035	6 X \$ 920
Half Page Horizontal 8.3 x 5.4 Vertical 4.0 x 11	\$ 675	\$ 610	6 X \$ 545
1/3 Page Horizontal 8.3 x 3.5 Vertical 2.7 x 11 and 4.0 x 7.3	\$ 500	\$ 450	6 X \$ 400
1/4 Page Horizontal 8.3 x 2.6 Vertical 4.0 x 5.4	\$ 400	\$ 360	6 X \$ 320
1/6 Page Banner 1.7 x 8.3 Horizontal 4.0 x 3.6 Vertical 2.7 x 5.4	\$ 300	\$ 270	6 X \$ 240
1/8 Page Horizontal 4.0 x 2.7 Vertical 2.7 x 4.0	\$ 240	\$ 216	6 X \$ 192
1/12 Page Square 2.7 x 2.7	\$ 180	\$ 162	6 X \$ 144
1/16 Page Vertical 2.0 x 2.7	\$ 144	\$ 130	6 X \$ 116

Inside front and back cover positions - add 20% f

Please add 30% for full colour to the black and white prices above.

Please add 15% for preferred placement.

Please add GST to the above prices - 6%.

COLOUR SELLS !

Ad prices subject to changes without notice.

“...well-researched, open-minded, passionate, effective and a very valuable read”

“Clear and concise and in-depth reporting on subjects not often dealt with in depth.”

“Alternative health and holistic living doesn’t seem so alternative in The Healing Journal.

- - - *from our readers*

Our readers are committed and well educated.
Our commitment to our readers is to deliver honest, non-advertorial information on a wide range and variety of topics from physical health issues and information to serious spiritual and metaphysical concepts.

- - - *Merrie Bakker, publisher & editor*

PUBLICATION DATES

February / March	January 15th	January 19th
April / May	March 15th	March 19th
June / July	May 15th	May 19th
August / September	July 15th	July 19th
October / November	September 15th	September 19th
December / January	November 15th	November 19th

Submissions of articles

We are happy to receive submissions for articles. For full details on how to submit and what we choose to print, please see our writers’ guidelines at: www.thehealingjournal.com. Because of the large number of articles received, a reply and/or publication may be delayed for some time. We expect stories to offer a “gift” to our readers and to carry no “advertorial hook”.

Advertorials

If you wish to promote your business, product, book, courses or CD, then we suggest you do so through advertising. We have no objection to presenting an ad in story form, in fact we applaud it as an effective and enjoyable way to get a message to the public. However, such a story will be placed in the advertorial section of the hard copy and will also be shown under the advertisers section on-line on our home page.

Some people are looking for a venue to publish their creative works, such as books and CD’s. Advertorials are a perfect way to acquaint the public with your work. We prefer these to be 1/4, 1/3 or 1/2 page in size.

These are the rates for your advertorials:

1/2 Page - \$ 675 (once)	\$ 610 (subsequently)	6 X \$ 545 (one year - 6 issues)
1/3 Page - \$ 500 (once)	\$ 450 (subsequently)	6 X \$ 400 (one year - 6 issues)
1/4 Page - \$ 400 (once)	\$ 360 (subsequently)	6 X \$ 320 (one year - 6 issues)

604-603-3840

info@thehealingjournal.com

www.thehealingjournal.com

Display Ad Guidelines and Specifications

We require camera ready artwork which needs no preparation on our part - ads are ads that are submitted in correct size and ready to be placed in The Healing Journal. Your camera ready artwork can be sent in either electronic format such as a PDF (fonts/graphics embedded), EPS, TIF, JPG or CD (exact ad size / minimum 300 dpi resolution) or in a high quality scan-able hard-copy by regular mail. CMYK or RGB and 300dpi are required. WORD PROCESSING PROGRAMS do not give us camera ready art work! They are excellent as an accompaniment to CD's, PDF's, etc. Some charges may apply if graphics are sent that require reworking, converting or other problems. Simple changes or revisions - \$25.00
(Line Screen: 133 lpi; Ink Density: 280-300; Dot Gain: 10%; Trapping: 7/1000 (no less than 1/2 point)
Dimensions: Trim Size: 10 x 13; Bleed Size: 10.5 x 13.5; Live Area: 7.7 x 11 inches)

Graphic Artist

We will gladly help you design your display ad. This can be time consuming, so there is an additional fee to aid in your ad design of \$30 for a 1/12th to 1/6th page ad; \$50 for 1/4 to 1/3 page ad; \$75 for 1/2 page ad; \$100 for larger ads. If design is complicated then an hourly fee will apply and we will suggest a graphic designer if you do not already have one. Please allow one to two weeks before the regular deadline date to have your ad designed and produced for you and approved by you.

Cancellations/refunds

Please check your ad the first time it appears. The Healing Journal is not responsible for more than one incorrect insertion or for errors that do not materially affect the value of the ad.

No cash refunds. If you change your mind about advertising, a credit will be issued to be used within 6 months.

Liability for errors in ads created by The Healing Journal is limited to the value of the advertisement and will be disbursed in ad credit.

We have the right to refuse any advertising for any reason.

We reserve the right to edit when necessary.

Payment

Payment is due upon proof or wording approval and prior to press. We provide credit card services through PayPal which you can access by calling our office at 604-603-3840.

You can make your cheques payable to:

The Healing Journal
371 - 5525 West Boulevard
Vancouver, BC V6M 3W6

“well-researched, open-minded, passionate, effective and a very valuable read
for the empowered 21st century, responsible reader and consumer”

Advertising rates subject to changes without notice.

PROFILES

TELL PEOPLE ABOUT YOURSELF
a combination of an ad, a mini article or a mini-biography

PROFILES is an ideal space to discuss your practice, background, profession, work, services, workshops, etc.
PROFILES is also an ideal space to discuss your publication, especially if your a self published author.

It consists of:

- **pertinent information** in bold - phone number, address, web site
- a recent **photo**
- **a 100 word description** (we can help you write it)
- the same profile **repeated** on The Healing Journal web site: www.thehealingjournal.com.
- **a direct link to your email and / or web site from our web site**

\$225 for one issue in print and 2 months on our web site

or

\$180 per issue for one year (6 issues) in print and one year on our web site (a 20% savings each time)

EXAMPLE:



Mark Ainley
FENG SHUI CONSULTANT
“ONE BRAIN” FACILITATOR &
INSTRUCTOR
604-915-9464

www.markainley.com

Mark Ainley uses the original principles of Feng Shui in a way that fits with contemporary architecture and design sense, bringing harmony to home and work environments with clear explanations and simple solutions. He gives workshops and consultations throughout North America, Asia and Europe.

An associate of Vancouver's Kinetic Education Network, Mark also works with the "One Brain" stress management system, which supports body-mind integration. Using muscle-testing with a unique combination of energy and physical healing techniques, this modality supports re-scripting outmoded beliefs that limit present time possibilities.

DIRECTORY of PRACTITIONERS

Place your name in two directories - in print and on-line!
one year - \$144 - for both directories

A listing consists of a minimum of 3 lines:

First line: **YOUR NAME** followed by city or location

Second line: **PHONE NUMBER**

Third line: **FAX NUMBER, EMAIL ADDRESS** or **web address**
or the words "house calls", etc.

Each additional line - \$45 per year (plus GST).

Each change should be accompanied with a \$10 cheque.

A **picture** of yourself (1 in. x 1 in.) can accompany each listing for an additional \$90 per year and will appear in both directories. (Please call us for more details.)

EXAMPLE:

Brian Crooks, Vancouver

604-738-0427

www.transformsoul.com



EVENTS CALENDAR

\$30 for a minimum of 20 words and \$1 for each additional word + tax
email us your words to: info@thehealingjournal.com

EXAMPLE:

Goddess Gatherings welcomes wonderful women of all ages to join together for evenings of discussion, connection, celebration, rejuvenation and growth. **Mondays (ongoing)** 7:00pm-9:30pm; \$10; Kristi 604-522-9999

CLASSIFIEDS

\$30 for a minimum of 20 words and \$1 for each additional word + tax
Mail, phone or email us your words to: info@thehealingjournal.com and 604-603-3840
(10% discount for prepaid 6 issue - 12 month runs - no changes.)

Ad prices subject to changes without notice.

604-603-3840

info@thehealingjournal.com

www.thehealingjournal.com