MEDIA PACK 2023/24

HOLISTIC THERAPIST MAGAZINE

The Industry's No.1 Business Guide

Holistic Therapist Magazine

Established in 2011, Holistic Therapist Magazine is the leading UK title in complementary therapy, reaching out every quarter (Spring, Summer, Autumn Winter) with a 65,000 circulation to industry professionals.

Holistic Therapist Magazine... Is an online publication that offers a balance of business and industry features tailored for complementary therapists. The magazine caters for the desires and requirements of working and studying holistic professionals.

The HTM team has strong relationships with an impressive list of therapists, and suppliers, and is proud to provide its readers with answers to their questions. At the planning stage of each issue, groups of therapists are consulted to find out what they want to know. HTM then aims to deliver the answers by working with leading industry experts to produce the ultimate 'go-to-guide'.

OVERALL STATS:

- **Circa 72 pages** plus covers (varies each month)
- **Circa 65,000** worldwide distribution reach
- HTM Email marketing approximately **9k reach** all opt in
- Website monthly stats **circa 10k** (between Holistic Therapist Magazine & Holistic Therapist Directory)

- HTM Social Media following combined effort of **over 20k**
- **85 percent female** demographic, **between 20-55**
- Email marketing via our Leading industry membership bodies **17,393 reach** all opt in
- Social Media marketing via our Leading industry membership bodies
- Television advertising to commence later this year subject to agreement
- HTM Directory advertising and campaigns to be launched in June 2023 (ongoing)
- Website advertising offered as part of your advertising spend in both HTM & HTD
- Email marketing advertising offered as part of your advertising spend in both HTM & HTD
- In house sales team now in place

DISTRIBUTION STATS:

We have several channels of outreach which total a current distribution quantity of circa 65,000 distribution reach (62,057 to be exact) which include but not limited to the following:

- Our own HTM email marketing efforts: **8,555 all 100% opt ins** and subscribers and all as active status
- Our own HTM social media effort current following is broken down as follows: Facebook = over **12,246 followers,** Twitter = **over 4,050 followers,** LinkedIn = **4,805 followers,** YouTube = **8 subscribers**
- Email marketing via our digital versions for some of the leading industry membership bodies: **22,393 distribution reach**

sales@holistictherapistmagazine.com TEL: +44 1244 94 1114

www.holistictherapistmagazine.com

FEATURES LIST 2023/24...

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ALL ISSUES:

REGULAR TOPICS: Every issue may include the possibility of input by advertisers through the provision of interviews, articles, products or experiences.

Each issue features columns from leading healthcare experts, nutrition and gut health, personal accounts and experiences, emotional and mental wellbeing, holistic therapies, spiritual/energetics, books and cutting edge medical and holistic health research.

- Coaching
- Food/Nutrition*
- Business advisory columns*
- Journeys: personal insight*
- Technique*
- Research Round up
- News and Dates*
- Mind/Body/Spirit
- Book/CD/DVD reviews*
- Oooh! That's new! (new products)*
- Editor's interview*
- Editor's fix - review of service, location, product, course*
- Beauty
- Meet the maker*

AUTUMN 2023 (ISSUE 46):

THEME: Here come the girls

SPECIAL FEATURES:

- Making more of female clients: how to design and market products and services for women
- Building confidence in yourself and your business
- Health special: Menopause
- Marketing: latest trends in women's health and wellbeing
- Social media: Understanding Instagram
- Taking on staff: Pluses and pitfalls
- Passive income 101

WINTER 2023/24 (ISSUE 47):

THEME: Hands on success

SPECIAL FEATURES:

- Special: Massage
- Niche Bodywork therapies
- Focus on business growth
- Cost control
- Health special: musculoskeletal issues
- Finding external help to grow your business
- Building word of mouth

SPRING 2024 (ISSUE 48):

THEME: Stronger

SPECIAL FEATURES:

- Optimising your service portfolio
- Attracting and retaining long-term clients
- Creating the right image
- Working with an accountant
- Social media ideas
- Health special: Chronic pain
- Looking after yourself

SUMMER 2024 (ISSUE 49):

THEME: Niche

SPECIAL FEATURES:

- Should you train in a niche therapy?
- Finding the right training courses
- Understanding what clients really want
- First appointment success
- Health special: Aging
- Special: Working with older customers
- Website refresh
- Spread the word: PR for niche therapies

* Possibility of editorial input by advertisers, through provision of interviews, articles, products or experiences

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RATES & DEADLINES...

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MAGAZINE:

DOUBLE PAGE	£2,217	£1,995	£1,596	£1,117
FULL PAGE	£1,848	£1,663	£1,330	£931
HALF PAGE	£1,100	£990	£792	£554
QUARTER PAGE	£665	£598	£478	£335

All include x1 social media post across all our SM platforms

WEBSITE:

	30 days on HTM & HTD websites	Standard price	Discount (with a valid booking as above)	
OPTION 1	Featured on our People/Partner page and emailer	£350	INCLUDED	-
OPTION 2	Home page, People/Partner Page and emailer	£500	£250	-

DEADLINES:

	ADVERTISING:		EDITORIAL:	
	BOOKING BY	COPY BY	BOOKING BY	COPY BY
ISSUE 46 (Autumn)	10th Nov	10th Nov	N/A	N/A
ISSUE 47 (Winter)	24th Nov	1st Dec	25th Oct	1st Nov
ISSUE 48 (Spring)	23rd Feb	1st Mar	25th Jan	1st Feb
ISSUE 49 (Summer)	24th May	31st May	24th Apr	1st May

PRODUCTION SPEC - ADS...

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DIMENSIONS (mm: width x height):	TYPE AREA	TRIM	BLEED
DOUBLE PAGE AD	400 x 235	420 x 270	426 x 276
FULL PAGE AD	185 x 235	210 x 270	213 x 276
HALF PAGE AD (horizontal)	N/A	185 x 115	N/A
QUARTER PAGE AD	N/A	90 x 115	N/A

INSTRUCTIONS:

- **PDF FILES:** Print-ready version 1.4 (Please note the industry standard for pdf is 1.4. Files supplied as 1.5 (or higher) may not be compatible with our workflow and will require vigilant checking on proof return as they fall outside of the PPA guidelines). Please supply DPS and Full page ads with bleed marks.
- **RESOLUTION:** All files must contain images at 300 dpi. Files must be supplied in a CMYK format and have all fonts and images embedded. All files should be Mac compatible.
- **COLOUR:** All files should be supplied CMYK only, Any files supplied RGB or with pantone colours will be converted by the publisher. We will not take responsibility for any colour variance this may cause.

CANCELLATION of any agreement requires a minimum of 21 days written notice, prior to your first copy deadline. Please note that failure to supply copy in time for publication does not constitute a cancellation, and you will still be charged for the booked space.

SOCIAL MEDIA CHANNELS:

Facebook: https://www.facebook.com/HolisticTMag
Twitter: https://twitter.com/holistictmag
LinkedIn: https://uk.linkedin.com/in/juliemallam
YouTube: https://www.youtube.com/channel/UCYpkVhzOThxdJ927ygk7cBw