

# MEDIA PACK 2022

## HOLISTIC THERAPIST MAGAZINE

**Holistic Therapist Magazine is the leading UK title in complementary therapy, reaching out every quarter to a readership of 45,000 industry professionals.**

**Holistic Therapist Magazine...** Is the first and only UK print 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'.

**Holistic Therapist Magazine, has consistently grown in size and stature since its first issue in January 2012, developing a fiercely loyal readership and building a strong business presence at leading industry exhibitions.**

### FIGURES:

-  CIRCULATION: **15,000**
-  READERSHIP: **45,000**
-  UNIQUE WEB HITS (PER MONTH): **10,000**
-  PAGINATION: **80 pages**

-  HTM is circulated within selected colleges, training centres, spas and salons.
-  The magazine is also available via online subscription.
-  HTM is distributed to a select number of specialist trade outlets and is available to purchase for £6.00 per issue.

**AUDIENCE:** HTM is a comprehensive title relevant for therapists at any point in their career, just starting out, established, to those looking to expand or change business direction within holistic practice. Each issue includes features with working or studying therapists, expert interviews, product judging panels and engaging content from regular contributors.

**OUR AIMS:** To enhance business awareness, and enable therapists to connect with each other. Providing a professional and non-intimidating collectable guide that can be referred to again and again – offering readers informative and interesting content.





# FEATURES LIST 2022...

The Industry's No.1 Business Guide

**Holistic**  
Therapist Magazine

## 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\*

## JAN/FEB/MAR 2022 (ISSUE 41):

**THEME:** Onwards and upwards

### SPECIAL FEATURES:

- Pricing and profitability
- Making more of male clients: how to design and market products and services for men
- Quick wins
- The good gut guide
- Trend forecast: In demand services
- Automating your admin
- Social media: Is it working for you?

## APR/MAY/JUN 2022 (ISSUE 42):

**THEME:** Green shoots

### SPECIAL FEATURES:

- Special: Marketing to time-poor clients
- Offering remote services
- Niche therapies
- Focus on business growth
- Special: Lifestyle diseases including obesity
- Spiritual wellbeing: the next big thing?

## JUL/AUG/SEPT 2022 (ISSUE 43):

**THEME:** Back to basics

### SPECIAL FEATURES:

- Optimising your service portfolio
- Getting your practice off to a flying start
- Learning from the mistakes of others
- Reflection – the personal SWOT
- Social media ideas
- Working in a hospice setting
- Special: Chronic pain

## OCT/NOV/DEC 2022 (ISSUE 44):

**THEME:** Customer focus

### SPECIAL FEATURES:

- Dealing with difficult clients
- Improving conversion rates
- Understanding what clients really want
- Consultation tips
- Special: Working with older customers
- Website refresh

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



# RATES & DEADLINES...

The Industry's No.1 Business Guide

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## RATES:

### 1 BOOKING

### 2 BOOKINGS

### 3 BOOKINGS

### 4 BOOKINGS

Prices are based on a sliding scale (ie: the more bookings the cheaper each Ad works out).

#### DOUBLE PAGE

Call to discuss

Call to discuss

Call to discuss

Call to discuss

#### FULL PAGE

£2,200

£1,980

£1,743

£1,481

#### HALF PAGE

£1,254

£1,128

£992

£848

#### QUARTER PAGE

£665

£598

£526

£447

#### INSERT\*

£950

£950

£950

£950

**\*INSERTS:** Final cost is dependant on the weight of an individual insert (due to postage costs). Please note that we can not except inserts larger than the magazine itself (270mm x210mm). Please call us to discuss your requirements further.

## ADVERTISING:

### DEADLINES:

#### BOOKING BY

#### COPY BY

#### ISSUE 41

20th Nov

28th Nov

#### ISSUE 42

7th Mar

17th Mar

#### ISSUE 43

6th Jun

16th Jun

#### ISSUE 44

5th Sep

15th Sep

## EDITORIAL:

#### BOOKING BY

#### COPY BY

28th Sep

5th Oct

26th Feb

4th Mar

27th May

3rd Jun

27th Jul

3rd Aug





# PRODUCTION SPEC - ADS...

The Industry's No.1 Business Guide

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DIMENSIONS (mm: width x height):	TYPE AREA	TRIM	BLEED
<b>DOUBLE PAGE AD</b>	400 x 235	420 x 270	426 x 276
<b>FULL PAGE AD</b>	185 x 235	210 x 270	213 x 276
<b>HALF PAGE AD (horizontal)</b>	N/A	185 x 115	N/A
<b>HALF PAGE AD (vertical)</b>	N/A	90 x 235	N/A
<b>QUARTER PAGE AD</b>	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.
- **FONTS:** Must be Postscript Type 1 and embedded within the file adobe acrobat or InDesign document with fonts and high-resolution images (min 300dpi) supplied. It is vital that a colour proof is provided for our reference. Any extra work will be charged for at cost.
- **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.