

# Our motivated readers are your future customers.



**Double your reach with our dynamic duo.** We publish the two most widely-distributed 100% paid circulation Pagan/Goddess magazines in North America. First published in 1986, *SageWoman* has been a best-seller for over two decades, focusing on self-help and empowerment for Goddess-loving women. *Witches & Pagans* (the newly-launched successor to both *newWitch* and *PanGaia*) is the Pagan journal of record, covering Pagan, Wiccan, Witchy people, places, and practice from an intelligent, involved, and journalistic perspective. Our journal *Crone: Women Coming of Age*, (a semi-annual magazine for women 50+) debuted in December, 2008

## Maximize your impact with our quality editorial.

Our readers come first – and they know it – and their trust in our editorial integrity is passed along to you, our advertisers. For this reason, we screen out predatory advertisers and limit paid advertising space to 25% of total page count. Our magazines deliver serious, committed, **paid** circulation – readers who have chosen to subscribe or purchase our titles on the newsstand.

**A cost-effective way reach your buyers.** Research has shown that targeted magazine advertising is one of the most effective ways to reach consumers. Survey results published by Deloit and Touche USA found that 72% of consumers aged 13-75 preferred to read printed magazines over getting the same information online. Furthermore, the survey found that 64% of respondents pay more attention to advertising in print magazines than advertising online.<sup>1</sup> People have gotten used to ignoring or skipping over commercials on television, and routinely close pop-ups on the Internet, but magazine ads hold a special place in the minds of their readers. In recent surveys, **72% of our readers said that they valued the advertising** in our titles “very much” and used the information to find vendors that served their unique needs. **81% reported spending two hours or more on each issue** and **89% told us that they keep their issues after reading them** – many telling us that they archive them “forever.” This is an audience you want to reach!

**What do our readers want?** *SageWoman's* readership is more holistic and slightly older (average age 48) and it's over 90% female, too, while *Witches & Pagans* readers are firmly in the **Pagan** mainstream. (W&P readers are 65% female and average 35 years old.) Over 50% our readers subscribe to two or more of our magazines, making them especially attractive for multi-title advertising. (Repetition is a key to print media success!)

In ***SageWoman***, you'll want to emphasize Goddess-friendly self-help books, products and services (including woman-to-woman counseling, coaching and Goddess-friendly divination); natural/organic foods, pet supplies and personal care products; herbal medicinals; Goddess travel and events; women's music and media.

In ***Witches & Pagans***, in addition to the above products and services, you'll find readers eager to find: Pagan/Witchy music, clothing, books, media, jewelry, altarwear and divination sets; psychic/divination services and Pagan/Celtic festivals, events, and travel.



# ADVERTISING SPECIFICATIONS AND RATES – EFFECTIVE JANUARY 1, 2010

## Single-title rates

These prices good for either *SageWoman* or *Witches&Pagans*. Minimum print run 15,000 copies per issue, per title.

Pre-payment discount of 2% available for 2-issue contracts paid by check; pre-payment discount of 4% available for 4-issue contracts paid via check.

		Size	Vertical	Horizontal	1 ISSUE	2 ISSUES	4 ISSUES (1 yr)
Discount from 1-issue rate					n/a	5%	10%
<b>PREMIUM</b>	<b>Color Cover Full Page (bleed)</b>		10 7/8 in.	8 3/8 in.	\$485	\$915	\$1650
<b>COLOR ADS</b>	<b>Color Cover Half Page</b>		4 1/2 in.	7 1/4 in.	\$350	\$675	\$1210
<b>Call for Availability</b>	<b>Color Cover Quarter Page</b>		4 1/2 in.	3 1/2 in.	\$235	\$445	\$ 795
<b>STANDARD</b>	<b>Full Page</b>		9 1/2 in	7 1/2 in	\$295	\$565	\$1015
<b>BLACK &amp; WHITE</b>	<b>2/3 page</b>		9 3/8 in.	4 1/2 in.	\$235	\$445	\$ 795
<b>DISPLAY ADS</b>	<b>Half Page (horizontal only)</b>		4 1/2 in.	7 1/4 in.	\$210	\$395	\$ 710
	<b>1/3 page (vertical)</b>		9 3/8 in..	2 1/4 in.	\$160	\$295	\$ 550
	<b>1/3 page (square)</b>		4 1/2 in.	4 1/2 in.	\$160	\$295	\$ 550
	<b>1/4 page (vertical only)</b>		4 1/2 in.	3 1/2 in.	\$135	\$255	\$ 475
	<b>1/6 page (vertical)</b>		4 1/2 in.	2 1/4 in.	\$115	\$220	\$ 395
	<b>1/6 page (horizontal)</b>		2 1/4 in,	4 1/2 in.	\$115	\$220	\$ 395
<b>SMALL BUSINESS</b>	<b>Business Card (horizontal only)</b>		2 in.	3 1/2 in.	\$ 70	\$130	\$ 235
<b>MINI ADS</b>	<b>1/12th page (square)</b>		2 1/4 in.	2 1/4 in,	\$ 60	\$115	\$ 215

**Classified ads (prices per issue)** \$1 a word, 20 word minimum. \$.90 a word for four-issue pre-paid contract.

## Dual-title rates

Prices listed include **BOTH** *SageWoman* and *Witches&Pagans*. Minimum print run 15,000 copies per issue, per title. (120,000 copies per year).

Pre-paid discount of 2% available for 2-issue contracts paid by check; pre-paid discount of 4% available for 4-issue contracts paid via check.

		Size	Vertical	Horizontal	1 season 2 ISSUES	2 seasons 4 ISSUES	4 seasons (1 yr) 8 ISSUES
Discount from 1-issue rate					5%	10%	15%
<b>PREMIUM</b>	<b>Color Cover Full Page (bleed)</b>		10 7/8 in. <sup>1</sup>	8 3/8 in. <sup>1</sup>	\$915	\$1650	\$3120
<b>COLOR ADS</b>	<b>Color Cover Half Page</b>		4 1/2 in.	7 1/4 in.	\$675	\$1210	\$2295
<b>Call for Availability</b>	<b>Color Cover Quarter Page</b>		4 1/2 in.	3 1/2 in.	\$445	\$795	\$1500
<b>STANDARD</b>	<b>Full Page</b>		9 1/2 in	7 1/2 in	\$565	\$1015	\$1920
<b>BLACK &amp; WHITE</b>	<b>2/3 page</b>		9 3/8 in.	4 1/2 in.	\$445	\$ 795	\$1500
<b>DISPLAY ADS</b>	<b>Half Page (horizontal only)</b>		4 1/2 in.	7 1/4 in.	\$395	\$ 710	\$1340
	<b>1/3 page (vertical)</b>		9 1/2 in.	2 1/4 in.	\$295	\$550	\$1040
	<b>1/3 page (square)</b>		4 1/2 in.	4 1/2 in.	\$295	\$550	\$1040
	<b>1/4 page (vertical only)</b>		4 1/2 in.	3 1/2 in.	\$255	\$475	\$ 895
	<b>1/6 page (vertical)</b>		4 1/2 in.	2 1/4 in.	\$220	\$395	\$ 750
	<b>1/6 page (horizontal)</b>		2 1/4 in,	4 1/2 in.	\$220	\$395	\$ 750
<b>SMALL BUSINESS</b>	<b>Business Card (horizontal only)</b>		2 in.	3 1/2 in.	\$130	\$235	\$ 435
<b>MINI ADS</b>	<b>1/12th page (square)</b>		2 1/4 in.	2 1/4 in,	\$115	\$215	\$410

**Classified ads (contract price)** \$1.80 a word, 20 word minimum. \$1.50 a word for four-issue pre-paid contract.

# BBI MEDIA

Publisher of *SageWoman*, *Witches & Pagans*, and *Crone* magazines

Contact: Anne Newkirk Niven, Advertising Executive

ads@bbimedia.com · 888-724-3966 · 503-430-8817 · P. O. Box 687, Forest Grove, OR 97116 · www.bbimedia.com

### IMPORTANT INFORMATION

**Space availability:** We strictly limit our advertising content to no more than 25% of total pages; specific sizes may sell out in advance of closing date. Contact us for availability of your desired size as far in advance as possible, especially for color ads and for ads of half-page or larger.

#### Deadlines and Publication Dates:

Closing Dates for 2009-2010	Season	issue #	Theme	Closing Date	On-Sale Date
SageWoman	Spring	78	Finding Our Balance	January 4, 2010	February 19, 2010
	Summer	79	Grandmother Gaia	April 1, 2010	May 14, 2010
	Autumn	80	Healing Ourselves	July 1, 2010	August 13, 2010
	Winter	81	Weaving the Web	October 1, 2010	November 12, 2010
Witches & Pagans	Spring	21	Earth Magick	February 1, 2010	March 19, 2010
	Summer	22	Creating Community	May 1, 2010	June 18, 2010
	Fall	23	Law & Chaos	August 1, 2010	September 24, 2010
	Winter	23	Transformation	November 1, 2010	December 24, 2010

All titles are quarterly; each issue closes individually and as near to press date as possible. Email or phone for our updates to our current closing dates. For best results, regional events should be advertised a minimum of three months in advance; national or international travel twice; once six months in advance, again three months in advance. **Color advertising space is strictly limited and should be reserved as far in advance as feasible.**

**Payment Terms:** Prices on multiple-issue contracts are for continuous placement; payment is due at time of placement, credit/debit cards accepted, credit terms may be extended upon publisher approval. Normal credit terms are 50% with placement, 50% net 60 days, but we can charge ads to your pre-authorized credit/debit card upon publisher approval. Ads may be changed from issue-to-issue with no penalty. 15% discount for authorized agencies is available to all display advertising of 1/4 page and above; ads must be invoiced to and payable by the agency itself.

**Inserts:** A limited number of insert spaces may be available; call for details.

**Advertiser copies:** All advertisers receive a full copy (not tearsheets) of each issue in which their advertisement is placed.

**Terms and conditions:** We reserve the right to decline any advertiser or specific advertisement at our sole discretion. Orders or contracts that specify position will be considered by the Publisher to be requests only. The Publisher's liability shall not exceed the value of the space purchased and in the event of an error is limited to a makegood of the advertisement. In consideration of the acceptance of the advertisement, the advertiser must indemnify and hold the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement. Rates and units of space subject to change by the Publisher.

## **ADVERTISING SPECIFICATIONS**

### **Materials**

We accept the following formats:

- PDF (fonts must be included), TIFF or PNG 400 dpi, greyscale (except for color ads, which should be sent as CMYK files.) All ads must be accompanied by a high-quality laserprint for proofing. No responsibility will be assumed for ad files submitted without a proof.
- High quality, black and white laserprints at 100% final size. No inkjet copies, please, as we cannot guarantee high quality reproduction for inkjet artwork.

### **General Guidelines for Preparing Your Ad**

To avoid production charges, your digital artwork dimensions must conform to our ad sizes, standards, and specifications. Artwork should be saved in TIFF format, and provided in CMYK, greyscale or bitmap mode. Photographic images should be 400 dpi (dots per inch). Line art should be 600 dpi. Do not use images downloaded from the Internet as these often have lower resolutions not suitable for print. Use CMYK mode (not RGB) for color ads. Full page color ads should include a minimum ¼ inch bleed on all sides. Ads submitted that do not conform to our sizes, specifications and requirements will incur charges necessary to fix the file. These will be billed at the rate of \$60/hour in 15 minute increments.

### **Submitting Your Ad**

- You'll receive an invoice number from us when you reserve space for the ad. Use this number (which includes your company name) as the name of your file if you submit one, and place it prominently on your laserproof or laser output if you are submitting an ad on paper.
- VIA EMAIL. You may submit your ad via email attachment; you will receive an email address to send your file to when you reserve your space. (Ads may be sent to our general advertising in-box at ads@bbimedia.com, but as this is a publically published email address it receives a great deal of spam and the necessary spam filters we have installed can slow or even accidentally delete your file.) Files of less than 2 MB can be emailed without compression.
- VIA FTP. Files of more than 2 MB can be submitted to our FTP site. The host is ftp.bbimedia.com; user id: presswork@bbimedia.com; password: greenivy.
- VIA DISC. Files of any size may be submitted on CD-ROM. Include a high-quality laserprint for proofing. For U.S. mail delivery, send to: BBI Media Inc., P. O. Box 687, Forest Grove, OR 97116. For courier service (please use only FedEx or UPS, other secondary services may not be timely) send to: BBI Media Inc., 3130 Lavina Drive, Forest Grove OR 97116.
- ON PAPER. Ads may be submitted on paper to our postal or courier service addresses as directed above. See above for specifications. Please do not attempt to send display ads via fax.

Contact: Anne Newkirk Niven, Advertising Executive

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## ADVERTISING FAQs

### **Can I design my own ad?**

That all depends. If you are a graphic designer or have experience in designing print media ads, by all means, go right ahead. But if you do not have this experience, we recommend that you hire a professional. You are paying good money to represent your products in our pages; using a professional designer for your advertisement is a wise investment.

### **What if there's an error in my ad?**

If we find an error in your file, we will notify you as soon as possible. There are many sources of possible errors including missing graphics, improperly embedded fonts and down-res'd graphics. If we find an error we will notify you as soon as possible and ask for a new file.

### **Does your preflighting procedure catch all file-related problems that might cause my ad to be printed in a way I don't expect?**

No. While our preflighting procedures will catch many potential problems, we can't read your mind, nor can we be held responsible for errors made in creating your ad. You are responsible for proofing your own ad.

### **I've worked on my ad and it looks just the way I want on my screen. Can I expect the same appearance when the ad is printed?**

There are many variables involved in transferring files from one computer to another. Adhering to the standards on the Advertising Materials sheet will help to maintain the integrity of your ad, but what you see onscreen may not be what you get. Discrepancies can occur for the following reasons:

- Computer monitors are able to display a much wider range of colors than traditional printing processes. Monitors need to be calibrated on a regular basis and are not a reliable reference for what happens on press. All color ads should be accompanied by a high-quality color proof for reference.
- Dot gain, a process endemic to web offset printing, can cause substantial differences in greyscale renditions. Dot gain increases the darkness of middle tones, while leaving your highlights and shadows untouched. Therefore, you should create your ad to be approximately 30% lighter in the middle tones than you wish it to appear in print. Lightening middle tones can be accomplished by using the "levels" command in Photoshop to change the gamma of your ad. Dot gain does not affect our color pages as much as interior pages, but about a 20% dot gain will still occur.

### **I'm advertising with you – will you review my product?**

Our readers value our honest appraisal of goods and services, so we keep advertising sales and editorial review departments completely separate.

We do contact companies whose products are reviewed so they can extend the benefit of a positive review by advertising in subsequent issues of the magazine in which the review appears. We also permit use of quotations from our reviews in your marketing materials and/or advertising.

## ADVERTISING CONTENT GUIDELINES

In order to best serve our readers as well as advertisers, we maintain minimum standards for advertising, both in general and in specific categories. These policies are intended to provide a high-quality experience with positive outcomes for both our readers and advertisers.

The following guidelines apply to all four of our magazines:

- **References.** We reserve the right to verify the quality of goods and services advertised in our titles. Providers of person-to-person services (tarot readers, psychics, healers, life coaches, counselors, etc.) are required to provide three written, verifiable references from current or past clients before an advertisement will be accepted.

- **Spells.** We believe in empowering readers to do their own magic. Therefore, we do not accept advertising of “spellwork for hire.” Spell kits – which have ingredients for doing one’s own workings – are permitted, so long as they meet our other requirements. No advertising for coercive spellwork products (love spells on unwilling subjects, curses, etc) will be accepted.

- **Unverifiable claims.** We do not allow unverifiable claims for products or services, whether magical or mundane. By all means, tell readers what you or your products can do – just be ready to back up your advertising copy with appropriate evidence. Claims to guarantee lottery wins, find a soul mate, improve luck, provide instant weight loss and so forth will not be accepted.

- **Credentials.** If you list personal or organizational credentials in your ad, be prepared to supply us with the supporting evidence. College degrees, initiations, lineage in specific traditions, 501(c)3 status, completion of professional training should all be verifiable. No advertising for products with health claims in conflict with FDA regulations will be accepted.

- **Advertorials.** All ads should be easily identifiable as such and not designed or written in a way which could be mistaken for editorial content.

- **Positive ads only.** The following types of ads will not be accepted: ads that attack individuals, organizations, or ideologies; ads for products or services intended to cause harm or coerce the free will of another; ads that insult or imply deficiencies in the reader. No ads for any illegal substance or service or of a lascivious or titillating nature will be accepted. We do not accept ads for any form of sex or “personal services” for hire.

- **Personal ads.** We accept ads for non-profit, free events and for networking purposes, in *SageWoman*’s “Weaving the Web” section (woman-to-woman only). We will not accept ads to find lovers, escorts, or sexual partners.