

Advertise in the sole Pagan-owned print + digital media in North America



Take advantage of our multi-media triple play. We publish the only Pagan/Goddess print magazines in North America, and one of the most best-read Pagan blogospheres on the planet. Here's who we are:

PRINT + DIGITAL: SAGEWOMAN. Continuously published for thirty years, *SageWoman* represents the voices of Pagan women. Print + digital readership of 10,000+ copies per issue: the flagship of the worldwide Goddess movement. Available on national newsstands as well as via digital download.

PRINT+ DIGITAL: WITCHES&PAGANS. The North American Pagan journal of record, *Witches&Pagans* covers Pagan, Wiccan, Heathen and Polytheist people, places, and practice from an intelligent, Pagan-centric perspective. Print + digital readership of 10,000+ copies per issue. Available on national newsstands as well as digital download.

SOCIAL MEDIA/WEBSITE: PAGANSQUARE.COM. PaganSquare.com is the largest circulation Pagan online community on the Web. We feature insightful commentary on theology, ritual, magical practice, divination and so much more. All our 100+ bloggers are hand-recruited by *Witches&Pagans* editorial staff and include both well-known leaders and ordinary Pagans sharing their expertise on a wide variety of occult and arcane subjects. All blog posts are hand-posted to the *Witches&Pagans* Facebook (365,000+ likes) feed as well as to Instagram and Tumblr for widest possible distribution. Over 1 million page downloads per quarter.

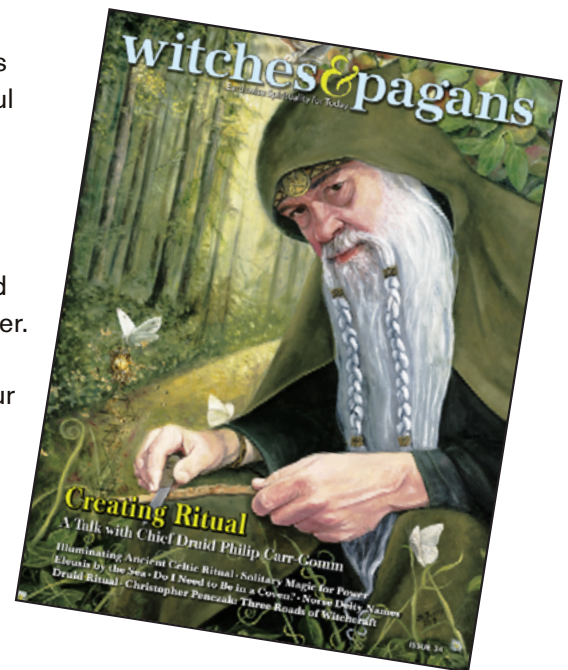
Maximize your impact with our quality editorial. Our readers come first and their trust in our editorial integrity is passed along to you, our advertisers. All ads – both on and off-line – are hand-placed by our staff: no “robo-ads” from the mass market merchandisers here!

A cost-effective way reach your buyers.

Research has shown that targeted niche advertising is one of the most effective ways to reach consumers. 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.”



Online, readers at PaganSquare come back day-after-day to find the newest post on their special topics of interest. Distinguish your business from the mass market by reaching our dedicated readers in your choice of media.



Contact: Anne Newkirk Niven · 503-430-8817 · editor2@bbimedia.com

P. O. Box 687, Forest Grove, OR 97116 · www.bbimedia.com

ADVERTISING SPECIFICATIONS AND RATES

Effective July 1, 2018

Online Ad Rates

WitchesandPagans.com (aka PaganSquare.com)

Current site traffic averages 10-15,000 page views per day.

All digital advertising rotates to keep content refreshed.

Our non-intrusive, all-Pagan, hand-curated ads are designed to complement, not block our high-quality online editorial content and are immune to most ad-blocking software.

10% SuperStar discount for all premium cross-media (digital + print) buys

NEW: 10% non-profit discount for 501(c)3 religious organizations

Premium Display Ads

Ad artwork and/or target URL may be changed every 3 months free-of-charge, \$15 charge for more frequent updates.

(Size dimensions listed below are in pixels.)

	Vertical	Horizontal	3 months	6 months	1 year
Tower Premium Vertical display	360	180	\$330	\$600	\$996
Premium Square display	180	180	\$171	\$318	\$504

Small Business Promotion

Your ad and/or target URL may be changed every 6 months free-of-charge, \$15 charge for more frequent updates.

	Vertical	Horizontal	3 months	6 months	1 year
Basic horizontal display	110	180	not available	\$156	\$240
Single line budget display	50	180	not available	\$84	\$132

All ads include link to advertiser's URL, plus 20 character-displayed text for text read to the sight-impaired

Payment Terms: Prices on contracts for 6 months or more 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. 15% discount for authorized agencies is available to all premium display ads; ads must be invoiced to and payable by the agency itself.

Terms and conditions: We reserve the right to decline any advertiser or specific advertisement at our sole discretion. 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.

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phone 503-430-8817 · email editor2@bbimedia.com · text 503-462-9965

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BBIMEDIA

Publisher of SageWoman and Witches & Pagans magazines and PaganSquare.com

ADVERTISING SPECIFICATIONS AND RATES – EFFECTIVE JULY 1, 2018

Print Magazine Advertising Rates

Premium Display Ads

10% SuperStar discount for all premium cross-media (digital + print) buys

NEW: 10% non-profit discount for 501(c)3 non-profit organizations

CYMK Color Cover Ads

Limited Space, Call for Availability

Size	Vertical	Horizontal	1 ISSUE (1 title only)	3 ISSUES (1 year in 1 title)	6 ISSUES (1 year in 2 titles)
Outside Back Cover (4-side bleed)*	10 7/8 in.	8 3/8 in.	\$595	\$1515	\$2670
Inside Cover Full Page (4-side bleed)	10 7/8 in.	8 3/8 in.	\$525	\$1212	\$2136
Inside Cover Half Page	4 5/8 in.	7 1/8 in.	\$275	\$ 645	\$1146
Color Cover Quarter Page	4 5/8 in.	3 1/2 in.	\$175	\$ 395	\$ 696

*Note for full page ads: bleed size is shown, supplied image artwork must provide additional 3/8" bleed on all four sides.

Black and White Premium Display Ads

Size	Vertical	Horizontal	1 ISSUE	3 ISSUES	6 ISSUES
Full Page	9 3/8 in.	7 1/8 in.	\$265	\$741	\$1404
2/3 page	9 3/8 in.	4 1/2 in.	\$225	\$636	\$1200
Half Page (horizontal)	4 1/2 in.	7 1/8 in.	\$165	\$474	\$ 894
1/3 page (vertical)	9 3/8 in.	2 1/4 in.	\$125	\$365	\$690
1/3 page (square)	4 1/2 in.	4 1/2 in.	\$125	\$365	\$690
1/4 page (vertical only)	4 1/2 in.	3 1/2 in.	\$ 95	\$255	\$510

Small Business Promotion

Black and White Budget Display Ads

Size	Vertical	Horizontal	1 ISSUE	3 ISSUES	6 ISSUES
1/6 page (vertical)	4 1/2 in.	2 1/4 in.	\$ 55	\$156	\$264
1/6 page (horizontal)	2 1/4 in.	4 1/2 in.	\$ 55	\$156	\$264
Business Card (horizontal)	2 in.	3 1/2 in.	not available	\$ 95	\$180
1/12th page (square)	2 1/4 in.	2 1/4 in.	not available	\$ 75	\$140

Classified ads (prices per issue) \$25 minimum for 20 words, \$.90 per additional word.

Average print run 10,000+ copies per issue, per title. Mix-and-match your ads between titles at no extra charge. Call for closing dates. **Advertiser copies:** All advertisers receive a full copy (not tearsheets) of each issue in which their advertisement is placed.

Payment Terms: Prices on multiple-issue contracts are for continuous placement; payment is due at time of placement, credit/debit cards, checks, and Paypal 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 credit approval. Ads may be changed from issue-to-issue with no penalty.

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ADVERTISING SPECIFICATIONS & GUIDELINES

Format:

We accept the following formats:

Online: JPEG, GIF, or PNG, RGB color

Print: PDF (fonts must be embedded), TIFF or JPEG, 400 dpi, greyscale (or CYMK for color ads.)

ADVERTISING FAQs

Can you design my ad? All prices are for finished ads designed to our specifications. We sometimes do ad design for clients at an additional charge on a case-by-case basis. Contact us for details and an estimate for your project.

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

We'd be happy to consider reviewing your product, but our readers value our honest appraisals, so we keep advertising sales and editorial review departments separate. We do 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.

The following guidelines apply to both our magazines and websites:

- **References.** Providers of person-to-person services (tarot readers, psychics, healers, life coaches, counselors, etc.) are required to provide three verifiable references before an advertisement will be accepted.
- **Spells.** We believe in empowering readers to do their own magic, so we encourage vendors to do the same. No advertising for coercive spellwork (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. Claims to guarantee lottery wins, find a soul mate, 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.
- **No 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 for products or services that discriminate against persons on the basis of class, ethnicity, race, nationality, religion, gender identity, or sexual preference; ads that insult or imply deficiencies in the reader. No ads for any illegal substance or service will be accepted. We do not accept ads for any form of sex for hire.
- **No forwarding or resale.** All online advertisements must link to a site owned by the business or individual that places the advertisement.

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