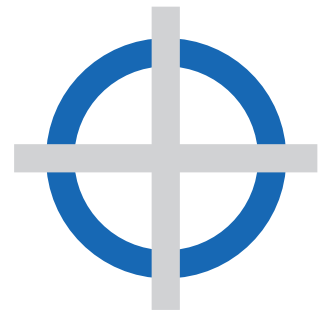


CENTRAL READERS' COUNCIL

# Transforming ministry



## 2023

# Rates & Data

- 2 Readership
- 3 Useful information
- 4 Rates – Standard positions
- 5 Rates – Premium positions (non-bleed advertisements)
- 6 Rates – Premium positions (bleed advertisements)
- 7 Loose inserts/ External wrapper

# Contact

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## Themes for 2023

### **Spring (23.1) – Going Deeper**

Spiritual growth is a life-long endeavour – we all need to find time in busy lives to stop, listen and consider how we might deepen our relationship with the Divine. This issue will look at spiritual practice and prayerful habits that can help us to stay focused, allow ourselves to grow ever closer to God, and help others to do the same.

### **Summer (23.2) – Ministering in vacancy (and beyond)**

Many lay ministers find themselves particularly busy when their parish has no incumbent. It can be a time of growth and it is always a period when adjustment is needed. But the appointment of a new priest in charge does not necessarily mean that all problems are solved – further adaptation may be needed to ensure a smooth transition.

### **Autumn (23.3) – Preaching on difficult texts**

How often do you look at the lectionary readings for the next duty Sunday and think ‘Help’? There are some passages that really do stretch us as preachers. This issue will look at a selection of these and suggest ways we might approach them with integrity but without alienating our listeners.

### **Winter (23.4) – Reimagining ministry post pandemic**

There is no doubt that two years of lockdowns and limitations have changed the way we worship – and the ways in which we connect with our communities. This issue provides a space to share initiatives that have worked well as we have moved back into our church buildings, and learn from the experience of others.

### **Spring (24.1) – Do justly, love mercy, walk humbly**

As leaders in church and society, how can we live well in difficult times? And what role do our churches have in building a better world? This issue will look at initiatives around social action, climate justice and care for others – not forgetting the importance of grounding everything we do in prayer.

The theme sections account for about 30-35% of each issue. There will be other feature articles in every one, along with at least four pages of book reviews, news from the Central Readers’ Council and other topics of interest.

## Readership

With a circulation of over 7,000 copies (print and digital) quarterly, *Transforming ministry* aims to assist the thousands of Readers in the British Isles and Europe in the exercise of their ministry by stimulating them theologically and encouraging them to spread the gospel of Jesus Christ effectively in their dioceses. *Transforming ministry* reflects the work of the Central Readers’ Council and the Church of England generally, while being aware of the worldwide Anglican Communion.

Readers undergo a rigorous academic training before taking up their ministry, which means that most come from professional backgrounds, although they work in parishes and communities of all kinds throughout the country. All but a handful offer their services voluntarily, which can be difficult with a growing family, so the majority of Readers no longer have children of school age. Quite often they are able to become even more active once they have retired from full-time employment. Reader ministry is of course open to both men and women, and the division between the sexes is almost exactly 50/50 at present. Readers work closely with other lay ministers, like youth workers, chaplains, evangelists and so on, and in some dioceses these people also receive copies of *Transforming ministry*.

In addition to their extensive initial training, Readers/LLMs are invariably devoted to their own continuing professional development, and are therefore frequently avid bookworms, and book purchasers

## Useful information

### Book your advertising space now

**Kevin Wild**  
01736 333 449  
kw@wildassociates.com

### Series discounts

The following discounts are available for advanced bookings made at the same time, within the same calendar year:

2 advertisements **2½%**  
3 advertisements **5%**  
4 advertisements **10%**

These discounts also apply to web adverts and inserts (details on p7) if they are booked at the same time.

### Agency Discounts

10% where appropriate

### Artwork requirements

Please send the artwork of your advertisements for the magazine as follows:

Resolution – 300dpi  
Colour Mode – CMYK  
File format – PDF or JPEG  
All fonts as outlines

### Themes for 2023

**Spring** Going deeper  
**Summer** Dealing with interregnums  
**Autumn** Preaching on difficult verses  
**Winter** Breadth and scope of lay ministry  
**Spring'24** ????????

### Please send your artwork to

**studio@wildassociates.com**

### Design and artwork service

We will be pleased to help with design and artwork if that would be helpful. Simply contact **Kevin Wild** for an estimate and to discuss your requirements.

### Important dates

**Spring 2023** (Published - Mid Jan)  
Final booking date for Ads **Oct 21, 2022**  
Copy date for Ad artwork **Dec 9, 2022**  
Your inserts to printer by **Dec 23, 2022**  
Mailed out (approx. date) **Jan 13, 2023**

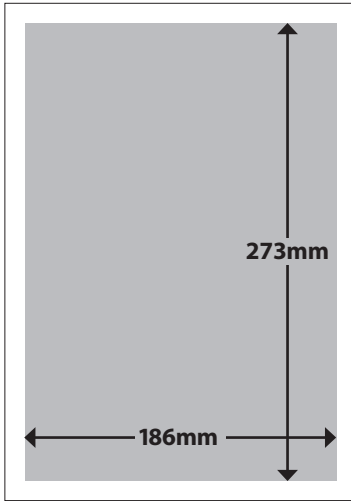
**Summer 2023** (Published - Mid April)  
Final booking date for Ads **Jan 27, 2023**  
Copy date for Ad artwork **March 29, 2023**  
Your inserts to printer by **April 6, 2023**  
Mailed out (approx. date) **April 21, 2023**

**Autumn 2023** (Published - End Aug)  
Final booking date for Ads **June 2, 2023**  
Copy date for Ad artwork **Aug 2, 2023**  
Your inserts to printer by **Aug 10, 2023**  
Mailed out (approx. date) **Aug 24, 2023**

**Winter 2023** (Published - Mid Oct)  
Final booking date for Ads **Aug 3, 2023**  
Copy date for Ad artwork **Oct 3, 2023**  
Your inserts to printer by **Oct 11, 2023**  
Mailed out (approx. date) **Oct 20, 2023**

**Spring 2024** (Published - Mid Jan)  
Final booking date for Ads **Oct 16, 2023**  
Copy date for Ad artwork **Dec 14, 2023**  
Your inserts to printer by **Dec 21, 2023**  
Mailed out (approx. date) **Jan 8, 2024**

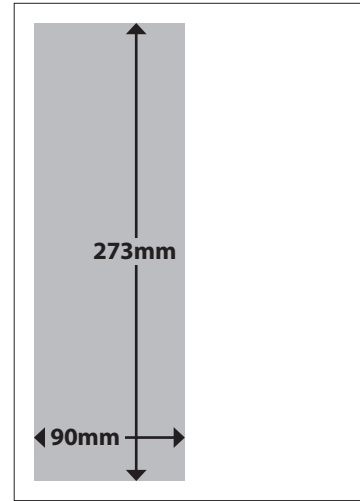
## Standard positions



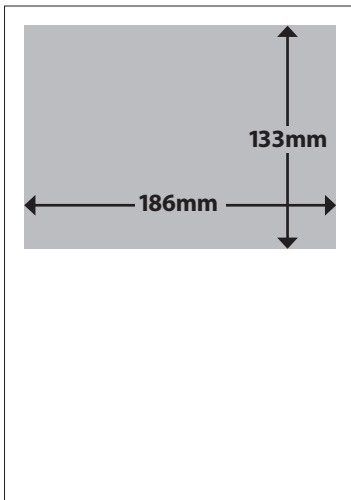
**Full page**  
**£750**

**Full page with bleed**  
297mmx210mm  
and add  
3mm bleed  
all around.

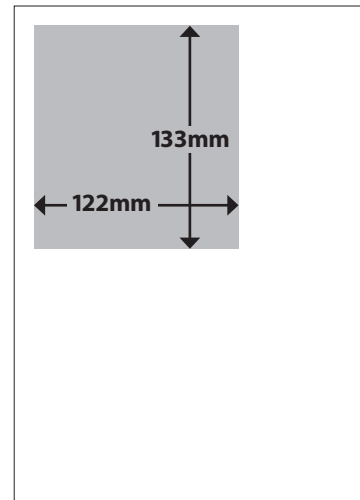
**£774**



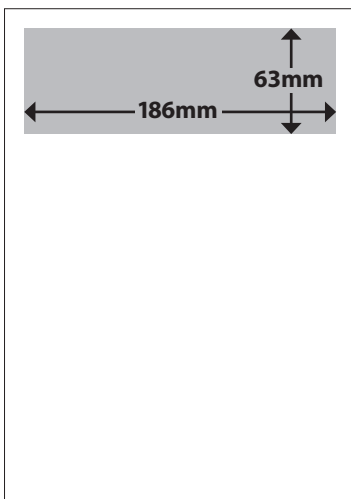
**1/2 page vertical**  
**£474**



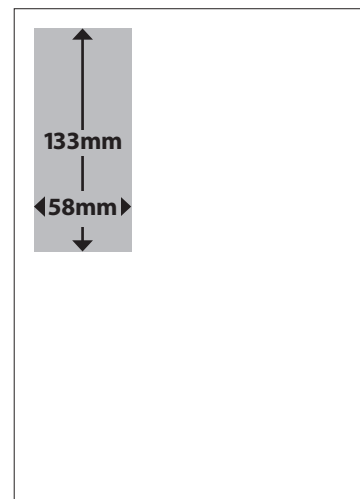
**1/2 page horizontal**  
**£406**



**1/3 page**  
**£264**



**1/4 page**  
**£264**

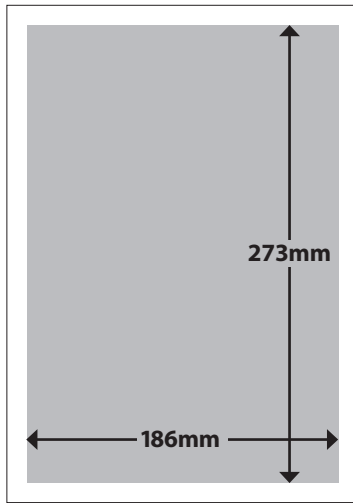


**1/6 page**  
**£152**



## Premium positions (non-bleed advertisements)

Outside Back Cover | Inside Front Cover | Inside Back Cover



### Full page

Outside Back Cover

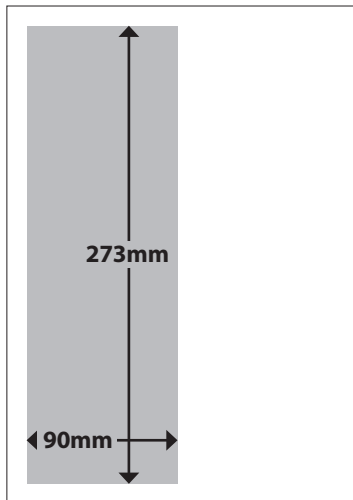
**£1,033**

Inside Front Cover

**£912**

Inside Back Cover

**£877**



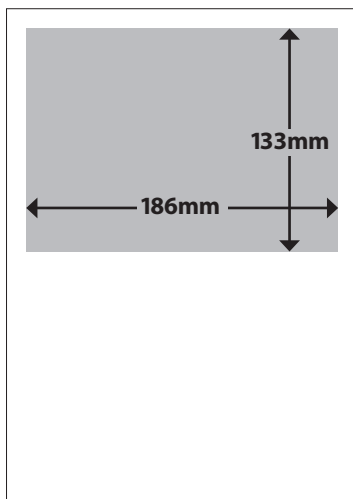
### 1/2 page vertical

Inside Front Cover

**£570**

Inside Back Cover

**£561**



### 1/2 page horizontal

Inside Front Cover

**£570**

Inside Back Cover

**£561**



## Premium positions (bleed advertisements)

Outside Back Cover | Inside Front Cover | Inside Back Cover

**Full page**  
...and add 3mm bleed all around

Add 3mm bleed (red area)

297mm

210mm

Outside Back Cover  
**£1,040**

Inside Front Cover  
**£924**

Inside Back Cover  
**£891**

**1/2 page vertical**  
...and add 3mm bleed all around

Add 3mm bleed (red area)

297mm

102mm

Inside Front Cover  
**£603**

Inside Back Cover  
**£554**

**1/2 page horizontal**  
...and add 3mm bleed all around

Add 3mm bleed (red area)

145mm

210mm

Inside Front Cover  
**£603**

Inside Back Cover  
**£554**

## Loose inserts

Max weight 40gms

Per insert, per issue

**£932**

We will inform you of the address of our mailing house in plenty of time, prior to the magazine being printed. Your inserts need to be there on, or before, the following dates:

**Spring 23.1**  
23 Dec 2022

**Summer 23.2**  
6 April 2023

**Autumn 23.3**  
10 Aug 2023

**Winter 23.4**  
11 Oct 2023

**Spring 24.1**  
21 Dec 2023

### Please send your inserts labelled as follows:

- Name of your organisation (and contact name and telephone number)
- Magazine it is for – (Reader Magazine)
- The issue it is for (eg. Spring 2023 – 23.1)
- The quantity supplied - (eg 8,500)
- The actual number required will be confirmed at the time of your booking)

### Inserts need to be:

Machine feed-able, with 1 closed edge (this basically means that they can be mechanically picked off the mailing line stations then dropped onto/into the magazine, which is easily done with flyers or supplements). Problematical items would be tiny things like credit card-sized or novelty objects, as it's not possible mechanically to pick them up or stack them on the station. Items such as that would need to be manually dropped on and therefore be subject to a surcharge.

## External Wrapper

We can print a full colour single advertisement on one side of the external paper wrapper

Cost per issue for the entire print run **£877**

**Artwork size - 297mm x 210mm - any orientation**

**Artwork deadline - same as all other ads.**

