



Rate Card Information

Our rate card is unlike any other that you may have seen. It is very simple and uncomplicated.

The reason for this is because all of the adverts, with the exception of the Classifieds section and two double-page spreads, which are not readily commercially available (unless you persuade us considerably), are full single-page adverts.

We know that this is the most successful way of gaining positive, relevant exposure for your brand, product or any service that you offer.

If you are aiming to achieve sales that reflect your marketing spend then you have arrived at the right place.

We employ a unique philosophy concerning the adverts that you place with us. We attempt to maximize the benefits for your brand, product or service.

Your advert will always be positioned adjacent to a page of text in order to maintain a constant presence in the view of the reader, providing exposure to your advert for the maximum amount of time possible.

Also, should you choose to advertise in another one of our publications, we advise you to produce a new, different advert that compliments the specific issue's subject area at a greatly reduced rate that is personally negotiated between you and our Brand Manager, Damien.

Although there is an argument that can be presented stating that the same advert presented in various media outlets helps to reinforce the brand message that you are trying to convey, WE DISAGREE wholeheartedly with that claim.

Taking into account the vast number of different competing media channels that consumers encounter on a daily basis, along with the myriad of disparate advertising options that are available, we know that it can be extremely difficult to hit your desired target. We believe that in this information technology age, many consumers have trained themselves to automatically tune out and completely ignore the repetitive advertising that we are constantly bombarded with on a diurnal basis. Instead of investing precious advertising budgets on repetitious adverts, we aim to provide your potential customers with adverts that are novel, titillating and mentally stimulating.

Our approach is specifically designed to weigh the psychology of the reader in your favour. We understand how the human mind works and take into account that it instinctively processes all new information it encounters. The experience of this new evaluation of the different adverts that we will produce for you will expand the scope of your brand, product or service in the mind of your prospective customers. This approach over an extended period of time will result in innovative and effective direct sales of your brand, product or service.

Advertising in this format gives your potential customers a voluminous range of information about who

you are and what you do, thus creating a type of intimacy that makes what you're offering more beneficial or desirable to them.

One other added benefit of our advertising approach is that even in the event that your offering has no relevance to the person experiencing your advertisement in our publications, you can still get important exposure through word of mouth. Those readers who believe that your advert is irrelevant to them can and normally will, as a direct result of you providing them with more expansive information about your offerings, recommend your brand, product, or services to their friends whom they feel will benefit from what you are selling.

You won't automatically tune out the adverts that appear in our publications—you can't, as you won't have seen them before, so you will have to naturally evaluate each one when viewed.

We prefer fresh and new adverts in our guides because they work better for you. Other companies don't think like us. We don't like traditional, double-page adverts, as we feel there is little value in this type of advertising. Our readers look at double-page ads for less than two seconds before flipping over to the next page.

If you don't believe us – then pause – and think about it for a minute.

If you still doubt us, think about the magazines you read... How do you interact with double-page advertisements when you come across them?

The facilitation of effective selling is one of our fortes. Our Brand Manager Damien will help you and your company achieve the maximum potential from your advertising spend with us.

We can maintain the consistency of your image, message and brand whilst presenting it in new and interesting ways.

We have a team of in-house creative directors who are well versed in corporate and brand communication and advertising, who can present your offering in fresh ways that appeal to and attract your ideal customers.

Although our ethos is based on marketing innovation, we also believe in the old adage "if it ain't broke, then don't fix it". So we can stick to your well-versed and more traditional advertising formats if you like—the choice is yours. But please keep our stance about the evaluation of new and different adverts in mind.

Simply put – don't miss out on this opportunity we are offering you.

Be one of the first to adopt this new and original way of thinking.

Please note that there are options for editorial coverage that can be negotiated for some advertisers in special circumstances.

Please contact us to find out about our exclusive introductory offers for new advertisers.