

Media pack
July 2010

the Friend

DISCOVER THE CONTEMPORARY QUAKER WAY



Image courtesy: viacreativa/Jules Montgomery

Deliver your message to a vibrant
Quaker audience every week

• Display • Inserts • Classified • Website •

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You reach a really remarkable group of people when you advertise in *the Friend*!

The Friend is read by an estimated 12,000 people who are in association with the Religious Society of Friends (Quakers) in Britain.

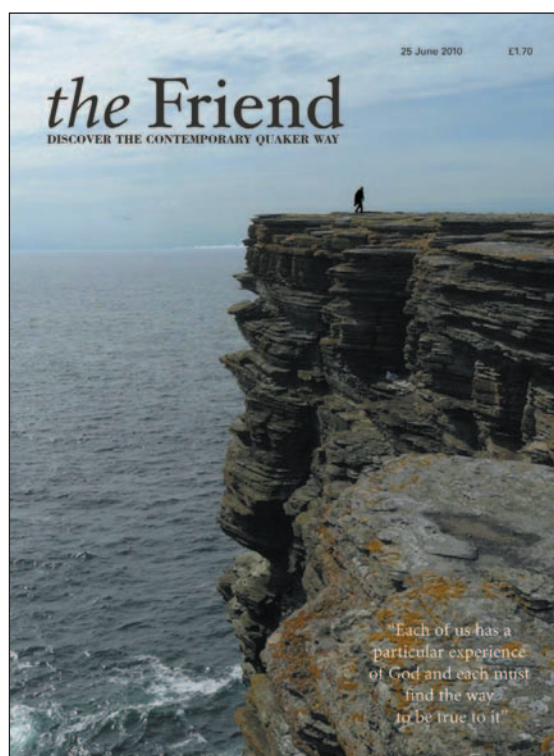
Your advertisement connects with people who are:

- **Highly educated** and predominantly professional/managerial, with 50% AB; 80% ABC1** Also, 65% are female, 35% male. 29% are vegetarian, 2.5% are vegan
- **Committed to spiritual fulfilment**, with 64% of readers holding one or more clerk or committee posts in the Society and 70% attend meeting almost weekly**
- **Avid readers**, 44% spend more than £60 a year on books. 60% spend 1 - 2 hours reading *the Friend* each week, with 12% spending more than 2 hours
- **Generous to social & environmental concerns**, 68% give between £100 and £1,000 a year to charity and 10% give over £1,000 a year. Charities favoured are: Development/relief 85%; Human rights 68%; Housing/homelessness 71%; Environmental 51%; Peace 49%; Educational 30%; Drugs/medical 29%; Animal 26%
- **Pro-active campaigners** 48% have written 1 - 4 letters to their MP or a government minister in the past year; 7% have written 5 - 10 letters and 2% have written 11 times or more.



"I've worked out that The Friend is consistently my most useful advertising..."
"I cannot thank you enough for your kind help with the advertisement..."

"I thought you would like to know ... it confirms the influence of The Friend among Friends"



They really read the Advertisements!

87% of readers always or usually read the advertisements each week, with a huge 63% of readers actually replying to between one and four advertisements a year. And when they're not replying themselves, 64% of readers draw an advertisement to someone else's attention between one and four times a year!

Which ads do they look at most? Jobs - 39%; Holidays - 76%; Courses/workshops - 68%; Property for sale/ rooms to let - 43%; Goods/services for sale - 53%; Charities - 49%; Ethical investments/financial advice 36%

Circulation

Sales are approximately 95% via paid for postal subscription and 5% via Quaker meetings. There is a small but valuable international readership. Weekly print run 3,250 copies.

* Statistics taken from a 1997 readership survey which received 1460 replies, except items marked ** from research in Spring 2002.

Whatever your need... ...we have an advertisement format to suit!



"...it's wonderful to have someone who understands what you want without having to spell it all out!"

"Thank you for crafting such a clear and succinct text for my advertisement"

"I have just received a good enquiry from someone who had kept my ad for over a year!"

"...thanks to the generous response of Friends and Meetings to our [appeal] leaflet in The Friend."

Weekly publication schedule for rapid response - booking & copy deadlines

The Friend is published weekly, dated the Friday of each week. We have short lead times and your advertisement can usually appear in the very next issue.

• Display

To guarantee space, bookings for Display advertisements should be made 10 days before the Friday of publication. It is often possible to accommodate Display ads at shorter notice, up to the Monday of the week of publication, but is subject to space. All copy is due by Monday morning.

• Classified

The copy date for Classified ads is usually Monday morning for that week's issue. It is often possible to accept copy on Monday afternoon, but is subject to space.

• Inserts

Appeal inserts usually need to be booked eight weeks or more in advance. Other leaflets can usually be accepted at shorter notice subject to availability.

• Display

Boxed advertisements in a wide variety of sizes which can include logos, photographs and drawings; with text in a range of fonts and sizes. You buy the space and can put whatever you like in it - within reason! Ideal for recruitment, courses, events, campaigning, ethical investment, books...

• Inserts

Loose inserts can be the most effective communication tool for fundraising and campaigning; membership recruitment; ethical investment and mortgages; magazine subscriptions and more. Just look at the 2009 inserts on the back cover. We only take two inserts each week, of which one can be an appeal. This results in much better impact and improved response rates. And remember, 95% of circulation is by postal subscription, so your leaflet always gets delivered.

• Classified

The 'small ads.' Low cost advertising in two set formats, in standard fonts and sizes. Ideal for holidays, courses, property for sale and to let, rooms to rent, goods for sale, personal services, job vacancies... just about anything! Standard linage at 50p a word and Semi-display at 76p a word, incl. VAT at 17.5%. Minimum 12 words. Discounts for multiple entries. Classified advertisements can be repeated in our new online Marketplace for just £1 per week, to achieve even greater reach for your message.

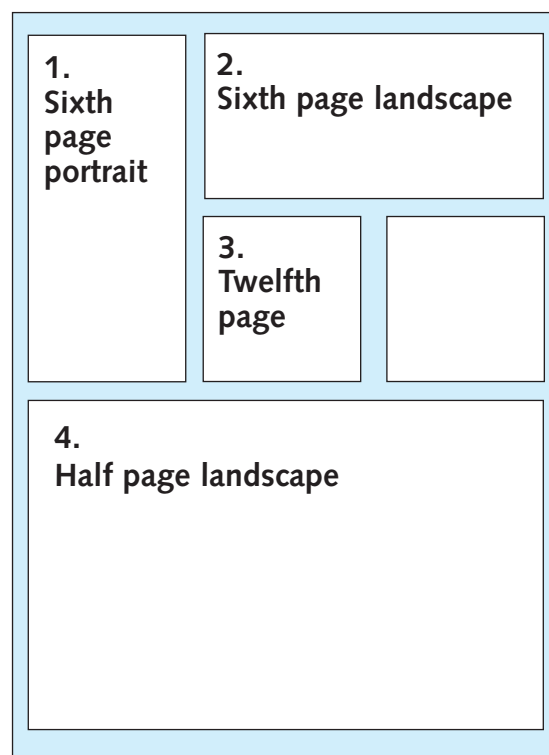
• Website

Our new website offers a fantastic opportunity to provide click-through connectivity, allowing our readers to link directly to your website. Available as boxes and banners, with a fantastic 50% discount for those placing Display ads or Loose Inserts in our printed edition.



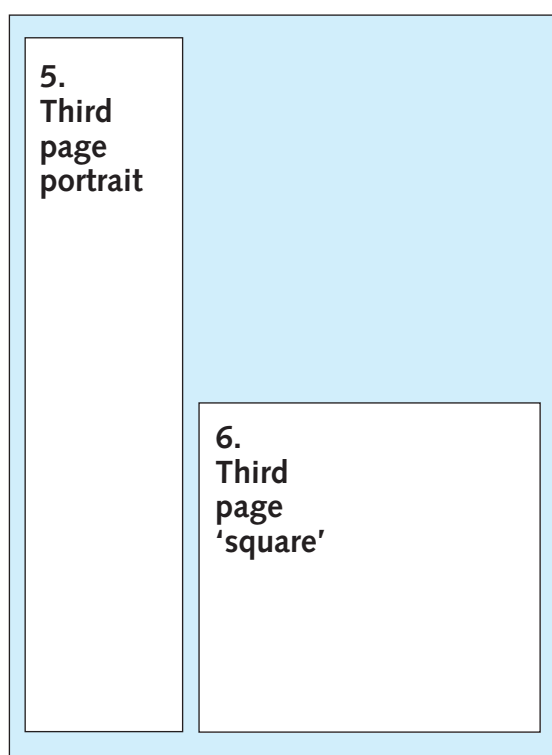
A great range of Display advertisement sizes and formats to suit your each and every need

- 1) Sixth page portrait**
110mm deep x 52mm wide. Great for shorter messages, courses, events, jobs. Good for 75-95 words plus logo.
- 2) Sixth page landscape**
53mm deep x 108mm wide. Ideal for longer headlines and just one or two points of information, perhaps 60-70 words.
- 3) Twelfth page**
53mm deep x 52mm wide. The small box with a big punch! Just the job for shorter messages.
- 4) Half page landscape**
110mm deep x 165mm wide. High impact, enough space for 200-240 words, incl. headline and response details, plus logo.
- 5) Third page portrait**
225mm deep x 52mm wide. Great for listings type ads, perhaps five or six courses or events; or two or three jobs.
- 6) Third page 'square'**
110mm deep x 108mm wide. Good general advertisement size.
- 7) Quarter page landscape**
53mm deep x 165mm wide. This 'letterbox' format has significant impact, especially running at the top or bottom of the page.
- 8) Quarter page portrait**
168mm deep x 52mm wide. Good for shorter 'listing' entries.
- 9) Half page portrait**
168mm deep x 108mm wide. Good general size. High impact with the possibility of placing a reply coupon at the bottom.
- 10) Full page**
225mm deep x 165mm wide. Also available in full bleed
270mm deep x 195mm wide plus 3mm bleed on each edge.



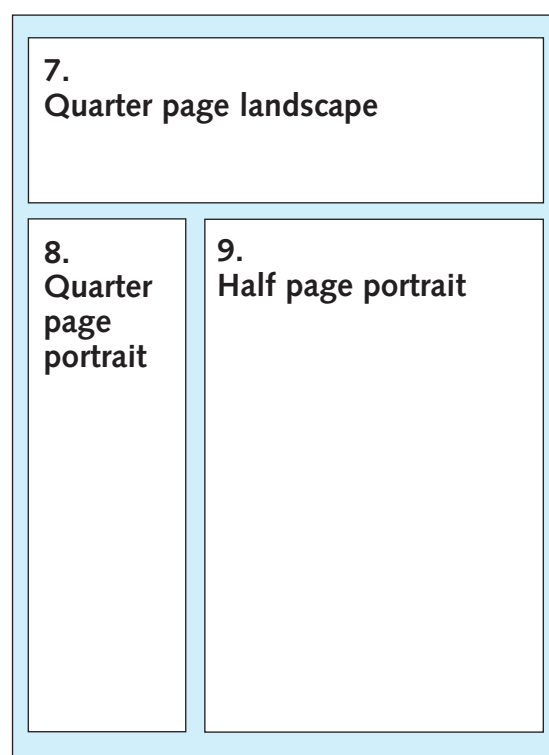
Colour or black & white?

The Friend is usually printed in black and white each week. A few times a year we produce a special colour or part-colour issue. Colour advertisements, when available, are carried at a premium of circa 50%, plus a possible supplement for a higher print run. Please ask for details.



Want a
sample copy
or two?

Just ask!



Display rates per entry, excl. vat. Effective 1 July 2010

Booking date: Wednesday in week preceding publication wherever possible

SIZE	1 entry	3 entries	6 entries	12 entries
Full page 225mm deep x 165mm wide	£610	£549	£518.50	£488
Two-thirds page portrait 225mm deep x 108mm wide	£410	£369	£348.50	£328
Third page 225mm deep x 52mm wide <i>or</i> 110mm deep x 108mm wide	£215	£193.5	£182.75	£172
Sixth page 110mm deep x 52mm wide <i>or</i> 53mm deep x 108mm wide	£122	£109.80	£103.70	£98
Twelfth page 53mm deep x 52mm wide	£65	£58.50	£55.25	£52
Three-quarters page 168mm deep x 165mm wide	£495	£445.50	£420.75	£396
Half page 168mm deep x 108mm wide <i>or</i> 110mm deep x 165mm wide	£312	£280.80	£265.20	£249.60
Quarter page 168mm deep x 52mm wide <i>or</i> 53mm deep x 165mm wide	£176	£158.40	£149.60	£140.80

Loose inserts - see full details overleaf, along with details of website advertising.

Plus, book an insert and take a supporting display and/or website advertisement at *half price*. Details overleaf.

Advertisement regulations

1. All advertisement copy is subject to acceptance by the Proprietors, who reserve the right to decline or omit any advertisement without assigning a reason.
2. The Proprietors while endeavouring to ensure that advertisements shall appear with all possible regularity, will not be held liable for any loss occasioned by the failure of an advertisement to appear from any cause whatever.
3. Advertisement matter may be changed as often as desired, but changes of copy must be supplied without application from the Proprietors and current copy will be repeated if new copy is not received by the recognised deadline for publication.
4. Placing of an order does not confer the right to renew upon similar terms.
5. Printed conditions which are contained in order forms other than those of the Proprietors, and which do not conform or are in addition to the Proprietors conditions, will not be recognised as binding. Any special conditions it is desired to include must form the subject of a separate written communication to us.
6. No responsibility can be accepted for artwork not claimed within three months after use.
7. Cancellation charges: Display advertisement cancelled within 10 days of date of publication 25% of cost. Loose insert cancelled within 4 weeks of date of insertion £100. Pre-paid classified advertisements subject to £2.00 refund charge.

Classified advertisement rates incl. vat

Standard linage: 50p per word. Semi-display: 76p per word. These rates include vat at 17.5%.
Box number £2 per entry. 5-9 entries gives a 5% discount. 10+ entries gives a 10% discount.

Insert prices

Each week we carry up to two 'non-conflicting' loose inserts, only one of which can be an appeal leaflet.

Maximum weight normally 20 grammes (heavier inserts by arrangement), max. size 270mm x 195mm. Appeal inserts £115 per thousand for 3,250 copies (£373.75).

Non-appeal leaflets - 15% discount (£317.68).

Rates plus VAT where applicable.

Book an insert and take a supporting display and/or website advertisement at half price.

Increase your returns by adding a click-through advertisement on our new website
(see www.thefriend.org)

We can now offer a great, value for money addition to our advertisement options.

Anyone taking an insert or display advertisement in The Friend can add a click through advertisement on our website at half price!

We have one Banner and up to three Sidebar positions on each page.

Take a look at these great value rates

	1 month	3 months
Banner	£80	£160
Half price	£40	£80
Sidebar	£80	£160
Half price	£40	£80

Remember to book your website ad when you place your insert or display order!

Technical details:

Advertisers must supply a jpg, png or gif file of their web ad. No other file formats are acceptable. Dimensions as follows:

Banner - 940 pixels wide x 90 pixels deep

Sidebar - 300 pixels wide x 250 pixels deep

You also need to provide a web address for your ad to link to.

January

Quaker Service Belfast
The Friend appeal
Fellowship of Reconciliation
Practical Action
Pickering Quaker Meeting House appeal

February

Basic Needs + Friends Quarterly subscriptions
Quaker Congo Partnership appeal
Tibet Relief Fund + James Nayler Foundation
Oikocredit ethical finance + Camphill Community

March

Orbis eye operations + Suma Wholefoods
Quaker Action on Alcohol & Drugs newsletter + Bhopal
Action Village India + VIVA! animal rights exhibition
Practical Action

April

Howard League + Centre for Alternative Technology
Hillcroft College for Women + Quaker Social Action
Newton Stewart Quaker Meeting House appeal
Prisoners Penfriends

May

The Leaveners + MS Society
Farm Africa + The Food Magazine
BookAid
Refugee Action
AVP Britain + Aquilla children's magazine

June

Brooke Hospital for Animals + Amnesty International
Quaker Action on Alcohol newsletter + TreeAid
Brummana Quaker School + Ethical Consumer magazine
OikoCredit ethical savings + Heron Cornmill Trust

July

Emmaus
Crisis Action
Camphill Community
Emmaus + Friends Quarterly subscriptions
Sightsavers

August

Practical Action
Quaker Social Action
Scientists for Global Responsibility
Refugee Council + Woodbrooke Becoming Friends

September

OikoCredit ethical savings + Come-to-Good Meeting appeal
Quaker Action on Alcohol & Drugs + IVS
Fellowship of Reconciliation + Glebe House newsletter
Scholarships for Street Kids + New Internationalist magazine

October

TreeAid + Quaker Social Action
Friends of the National Parks + Orbis eye operations
Aquilla children's magazine + Womenkind Worldwide
BookAid
Brooke Hospital virtual gifts + Quaker Legacy appeal

November

Sightsavers + OikoCredit ethical savings
Bible Society + Tibet Relief Fund gift catalogue
Bhopal
Present Aid virtual gifts + Quaker Legacy appeal

December

Camphill Community + Quaker Bolivia Link newsletter
Quaker Action on Alcohol & Drugs + Humane Research Trust
Ramallah Friends School appeal + Amnesty International