

## FOOTPRINTS ADVERTISING RATES & GUIDELINES from April 2011

| AD POSITION                              | PRICE        |
|--|--------------|
| Outside back cover FULL COLOUR           | \$120        |
| Inside cover (front or back) FULL COLOUR | \$90         |
| Full page (B&W)                          | \$70         |
| ½ page (B&W)                             | \$40         |
| ¼ page (B&W)                             | \$25         |
| Noticeboard (Classifieds)                | 10c per word |
| Inserts (advertiser to supply)           | \$100        |

Footprints reserves the right to adjust prices at the Editor's discretion, and prices will be reviewed annually.

### ABOUT FOOTPRINTS

Footprints is a quarterly magazine which has inspired, encouraged and informed Australian Christian women since January 1998. In March 2010, we formalised our not-for-profit status by becoming Footprints Women's Ministries Inc. The magazine is currently 32 pages, with a maximum of 3 available for advertising in any one issue.

Readers describe the magazine as "a warm hug", "like a friend" and "nurturing". Passing on a copy of Footprints is a great non-threatening way for women to share the gospel with others, as the magazine's content deals with everyday issues.

We usually print 600 copies of each magazine, to service our subscriber database which has remained consistently at 450 over the past year or so. We also work in partnership with other Christian organisations, who order extra copies (at a special rate) to use as promotional giveaways. It is commonly estimated in magazine circles, that for each copy sold, at least 3 others will read the magazine, meaning that Footprints is reaching roughly 2000 readers each issue.

### OUR READERS

Our readers range in age from 16 – 100 (although most are over 30), and come from all walks of life – stay-at-home mums, working mums, women in ministry, grandmothers, students. Footprints is read by women from various churches, including Catholic, Anglican, Baptist, Salvation Army, Pentecostal, Lutheran, Uniting, Nazarene, and Christian Outreach Centre to name just a few. Over half of our readers live in Queensland, with the rest fairly evenly scattered across the other Australian states and territories. There are also some readers overseas, in New Zealand, Vanuatu, Japan and USA, mostly made up of ex-pats and/or missionaries.

### WHY ADVERTISE WITH FOOTPRINTS?

**Selective** – your ad gets the attention it deserves. Maximum 3 pages of advertisements in each issue; only 1 insert accepted per issue.

**Targetted** – If your market is Australian Christian women, then Footprints is an excellent way to reach your target audience!

**Affordable** – Part of the Footprints' vision is to support other Christian ministries and businesses through low cost advertising to suit even the leanest budget.

**Treasured** – Footprints readers don't just read. They interact with the publication, write or email their thoughts and comments, take on board the suggestions, ponder what they have read, show it to friends, and tell others about it. Copies are kept and treasured for later and/or passed on to friends - so your ad has a long life!

**Trust** – After more than a decade of publication, readers know that they can trust Footprints and the material which appears in it – a huge benefit to our advertisers!

## ADVERTISING GUIDELINES

- Your ad may be sent as hard copy, or emailed as a jpeg (preferred).
- Advertising deadlines:
  - AUTUMN issue (released Feb) 31 December
  - WINTER issue (released May) 31 March
  - SPRING issue (released August) 30 June
  - SUMMER issue (released November) 30 September
- All advertising matter is subject to our approval and we reserve the right to reject any advertising material.
- **PAYMENT MUST BE MADE AT TIME OF BOOKING to secure your spot.** Payment can be made by cheque (payable to Footprints), at any Westpac branch, or by direct deposit. BSB 034070 Account Number 396202.

## INDEMNITY, LIABILITY ETC

The advertiser accepts full responsibility for the contents of all advertisements and agrees to indemnify Footprints against any claims or proceedings arising. The onus is on the advertiser to proof their advertisement and supply a file that will print correctly. No responsibility is accepted by Footprints for the accuracy of details supplied in any advertisements appearing in the magazine.

Footprints will not be liable for any loss caused by late publication, error or failure of an advertisement to appear.

All advertising must comply with the Trade Practices Act and must not be misleading, false, or deceptive.

**Thank you for considering advertising with Footprints.** To book your advertisement, please contact [editor@footprintsaustralia.com](mailto:editor@footprintsaustralia.com) or write to PO Box 1962 Cleveland DC Qld 4163.

