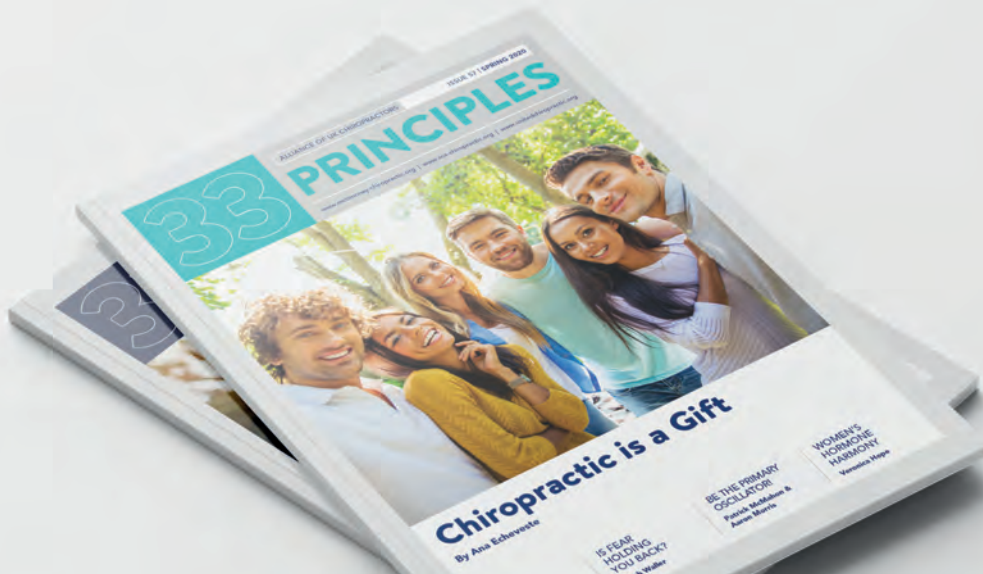




# Advertising Media Pack

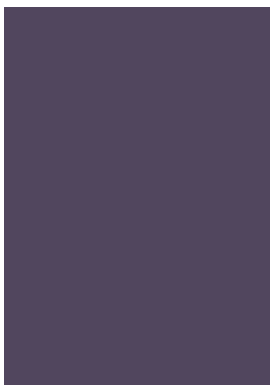
UCA

# 33 Principles Magazine



33 Principles is published three times per year (Spring, Summer and Winter) and has a circulation of approximately 800.

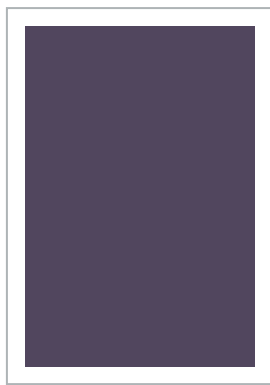
## Adverts



Inside Cover  
*(front or back)*

**Cost:**  
£400

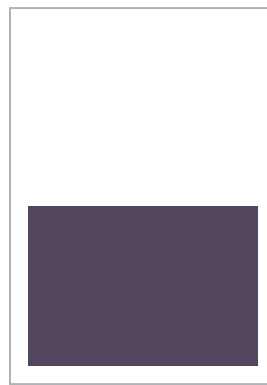
**Dimensions:**  
210x297mm  
216x303mm with bleed



Standard Full Page

**Cost:**  
£340

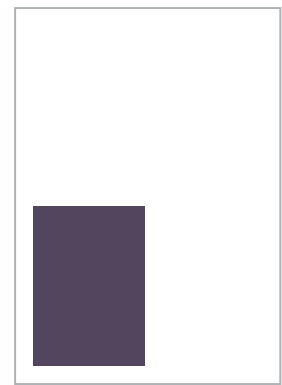
**Dimensions:**  
180x265mm  
*no bleed required*



Half Page  
*(landscape)*

**Cost:**  
£260

**Dimensions:**  
180x125mm  
*no bleed required*



Quarter Page  
*(portrait)*

**Cost:**  
£150

**Dimensions:**  
87x125mm  
*no bleed required*

All dimensions are given as width first, then height. All adverts must be submitted as a press-quality PDF with a resolution of 300dpi. Colour images must be CMYK.

**We no longer offer flyer inserts option.**

## Deadlines

Edition	Deadline date	Circulation date
Spring 2021	1st February 2021	April 2021
Summer 2021	1st June 2021	August 2021
Winter 2021/22	1st October 2021	December 2021

*A 10% discount is given if a company/trader pays in advance for adverts placed in all three magazines.*

## Editorials

Following your agreed magazine space with the UCA, please send articles conforming to the required word count as this will ensure the correct font size, spacing, design and image selection for your article, all maximising the readability and appearance of the article. We want to present you in the best light!

**Half page editorial:** Submit 250 words maximum

**Full page editorial:** Submit 500 words maximum

**Double page spread:** Submit 1200 words maximum

**Three page article:** Submit 1700 words maximum

### Credit

When sending your editorial, please credit the article with the full title of the person who has written it. Also include which practice the writer is from (if applicable), a picture of them to accompany the article, as well as any contact details to be featured at the end of the article.

### Supplying images

Please note, supplying images (other than the author portrait) is not essential as our designer will search for relevant images to accompany your article and make it look striking and eye catching. If, however, you do have an image that you are keen to be featured as part of your article, please submit it along with your article, at a resolution of 300dpi. Photos taken on a digital camera are preferable and we cannot guarantee that we will be able to use a photo taken on a mobile phone due to the image quality sometimes being too low.

# Website



## Classifieds

Classified adverts will appear on the website for 90 days and will automatically be included in the classifieds section of the next edition of 33 Principles.

**50 words (UCA Member):** £45

**50 words (Non UCA Member):** £75

**Additional words:** 50p each – numbers, bullet points, dashes, telephone codes, telephone numbers, emails, etc. all count as a word. There is a 180 word limit for all classified adverts.

**Adding a picture:** £5 – limited to one per website advert. All images must be 605x495px and sent in a jpeg format with the correct permissions for use of image. *Please note that images are for the website only, we cannot include them in 33 Principles.*

## Conference and Seminar Advertising

Adverts will remain on the website for 90 days or until the date of the event (whichever comes sooner).

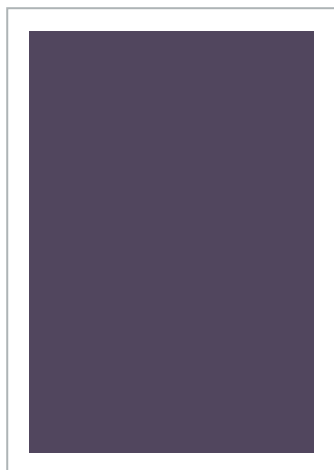
**UCA Member:** £50

**Non UCA Member:** £125

# Conference Delegate Packs



## Chiropractic Essentials – Advert in Delegates Book



Standard Full Page

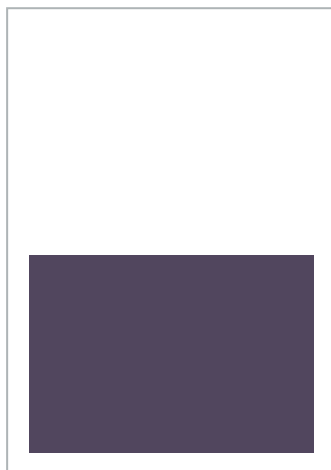
**Cost:**

£135

**Dimensions:**

180x265mm

*no bleed required*



Half Page (*landscape*)

**Cost:**

£95

**Dimensions:**

180x125mm

*no bleed required*

All dimensions are given as width first, then height. All adverts must be submitted as a press-quality PDF with a resolution of 300dpi. Colour images must be CMYK.

**We no longer offer flyer inserts option.**



# Submitting your artwork



## Submitting

Please submit all artwork and text to [contact@unitedchiropractic.org](mailto:contact@unitedchiropractic.org).

## Payment

In all instances, payment is required in advance and can be made either by BACs or credit/debit card.

**Sort code:** 20-72-33

**Account number:** 20894168

## Contact us

**Telephone:** 01293 817175

**Email:** [contact@unitedchiropractic.org](mailto:contact@unitedchiropractic.org)

[unitedchiropractic.org](http://unitedchiropractic.org)

