

# Choice

## Health & Wellbeing



☉ Ayurveda & Yoga ☉ Business Support ☉ Complementary Therapies ☉ Health & Nutrition ☉ Integrated Healthcare ☉ Natural Skincare ☉ Personal Development ☉ Training & Education

# Media Information

## 2009

Ask amount our  
prompt and upfront  
payment discounts

Want more customers / students?

Have products or services aimed  
at health professionals and health  
conscious individuals?

Want 100% of your  
advertising budget to reach  
a receptive audience?

**DON'T DELAY, CALL 0161 284 6602**



## New Title for Today's Therapist

I am pleased to announce that from the (Oct/Nov '09) we will be relaunching with a new title. The content and structure will remain the same and will allow us to grow even quicker to likeminded professionals and individuals.

The reason for the name change is to attract more health professionals to our magazine who do not necessarily class themselves as therapists; such as chiropractors, nurses, yoga teachers, etc. It will also appeal to health-conscious individuals who may wish to embark on a career in health and wellbeing or find a suitable health professional for themselves, friends or family – and as we are written by people in the industry what better foundation to start with?

Are regular readers, contributors and advertisers will not notice any change apart from more in-depth articles from our industry professionals to allow you to develop and grow both personally and professionally.

## Improve YOUR exposure and SALES

- ☉ Affordable rates that give you the best value for money
- ☉ Promote your products and services to your target customers
- ☉ Bright and attractive format that our readers love
- ☉ High-quality printing makes your advertisement look great
- ☉ Let us help you design your advertisement
- ☉ Unique features covering the latest industry techniques
- ☉ Strong subscription base

**Are you Involved in the following areas? Our readers will be interested in YOUR products and Services**

- ☉ Aromatherapy
- ☉ Ayurveda & Yoga
- ☉ Beauty / Natural Skincare
- ☉ Business Support
- ☉ Complementary Therapies
- ☉ Education
- ☉ Health & Nutrition
- ☉ Integrated Healthcare
- ☉ Professional & Personal Development
- ☉ Sports and Fitness - plus much more...

Your Solution to Reaching the Rapidly Expanding

Complementary, Health, Wellbeing & Natural Healthcare Sector

Your Health and Wellbeing Success Starts!

# Our rates

Our advertising rates are very competitive and when you see the added benefits offered to advertisers you'll wonder why you haven't joined us sooner!

As well as a printed advertisement ALL advertisers also receive:

1. **FREE** web-link for 12 months: worth £600!
2. **FREE** Rotating banner on the main page of our website
3. **FREE** supporting editorial.\*
4. **SPECIAL** subscription rates for your students/customers.
5. **COMPLIMENTARY** copies of the magazine.

\*(e.g. Full page advertisers receive 800 words editorial each issue)

## Banner details height x width

Full Page - 130 x 641 or 144 x 300 width x height  
 Half Page - 144 x 200 width x height  
 1/4 page - 144 x 150 width x height  
 1/8 page - 144 x 100 width x height

**Call 0161 284 6602**

# Facts about Choice

- The only magazine written by industry professionals
- Over 6,000 copies circulated each issue.
- Our readers are passionate about health and wellbeing, and are highly receptive to new ideas, products and initiatives.

## Help us to help you!

Interested in being a distributor of *Choice Health & Well-being?*

Please contact us for more information about how YOU can earn commission!

# Rate Card

Inside front cover	Inside back cover	Outside back cover
4 colour £800 2 colour £700 Mono £550	DPS £700	4 colour £900 2 colour £800 Mono £700
Full page 4 colour £450 Full page 2 colour £390	Half page 4 colour £295	1/4 page 4 colour £230 1/4 page 2 colour £200
Full page 2 colour £400 Full page 2 colour £347	Half page 2 colour £273	1/4 page 2 colour £205 1/4 page 2 colour £178
Full page mono £350 Full page mono £299	Half page mono £290 Half page mono £252	1/4 page mono £180 1/4 page mono £157
		1/8th page mono £95 1/8th page mono £82.25

## Diary Dates - £10 per line training, seminars, events etc.

1/16 page colour £100, 2 colour £75, Mono £50 Inserts £100 per 1000

Dimensions mm	Bleed Plates	Trim	Type Area	Landscape	Portrait
DPS Full Page Half Page Quarter Page Eighth Page	303x426 303x216	297x420 297x190	270x390	133x190 90x133 60x90 45x60	277x90 133x90 90x60

**Prices do not include VAT. (15% VAT will be added to your invoice)**

**Mechanical Data** - Printed full colour process throughout in CMYK. Adverts can be supplied on CD, floppy disk or PDF in PC or Mac format. If possible please provide a hard copy of the artwork. We can typeset your advertisement for you, please add 10% to the cost of the advert. We will follow your layout instructions as closely as possible. Please send the best quality reproduction of your logo by mail not fax. Please give clear and complete instructions.

**Circulation 6000+ Readership 10,000**

**Choice - Health & Wellbeing is Published by Success Publications Ltd**

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# Forward Features

## Feb Mar 09

**Editorial Deadline**  
**Advertising Deadline**  
**Mailing Date**

**8 Dec 08**  
**17 Dec 08**  
**19 January 09**

Aromatherapy  
Complementary  
Health & Nutrition  
Yoga & Ayurveda  
Integrated Healthcare  
Business Support  
Advanced Techniques  
Education  
Beauty  
P&P Development

Taking the case for Aromatherapy Treatments  
Massage for the child bearing years  
Candida  
Ayurvedic Abdominal Massage  
Life, but not as we know it  
Discover how to beat those public speaking nerves  
Advanced Trigger point therapy for pain relief  
Chinese Acupressure  
Go Green  
Happiness as a positive choice

## Apr May 09

**Editorial Deadline**  
**Advertising Deadline**  
**Mailing Date**

**10 Feb 09**  
**20 Feb 09**  
**18 March 09**

Aromatherapy  
Complementary  
Health & Nutrition  
Yoga & Ayurveda  
Integrated Healthcare  
Business Support  
Advanced Techniques  
Education  
Beauty  
P&P Development

Regulation Update for all  
Hot Stone Fusion for Neck and shoulder pain  
Women's Health  
Allergies  
How we Heal  
Creating Structure in Your Business by building a strong Root Chakra  
Advanced training: where to start  
Nutrition & Skin  
Skin Facts  
Enthusiasm - the secret weapon of success

## June Jul 09

**Editorial Deadline**  
**Advertising Deadline**  
**Mailing Date**

**7 April 09**  
**20 April 09**  
**18 May 09**

Aromatherapy  
Complementary  
Health & Nutrition  
Yoga & Ayurveda  
Integrated Healthcare  
Business Support  
Advanced Techniques  
Education  
Beauty  
P&P Development

Aromatherapy & responsible marketing  
Tai chi and Western Massage: how one practice influences the other  
Antioxidants  
Shirodhara  
Energetic Healing - Earcandling  
Becoming Creative in Your Business by building a strong Sacral Chakra  
Introduction to Visceral Manipulation  
Massage Techniques in Pregnancy  
Safe Sun - Protect & Enjoy  
Networking - the easiest way to get more business

## Aug Sep 09

**Editorial Deadline**  
**Advertising Deadline**  
**Mailing Date**

**9 June 09**  
**19 June 09**  
**20 July 09**

Aromatherapy  
Complementary  
Health & Nutrition  
Yoga & Ayurveda  
Integrated Healthcare  
Business Support  
Advanced Techniques  
Education  
Beauty  
P&P Development

Aromatherapy Education & Training  
Body reading:  
Heart Health  
Destress with Ayurveda  
Medical Statistics  
Become an "expert" in your niche by building a strong Solar Plexus Chakra  
Fun with fancy forearms!  
Indonesian Massage (Allison Smart)  
Men's Skincare  
Relate to communicate

## Oct Nov 09

**Editorial Deadline**  
**Advertising Deadline**  
**Mailing Date**

**15 August 09**  
**25 August 09**  
**21 Sep 09**

Aromatherapy  
Complementary  
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Business Support  
Advanced Techniques  
Education  
Beauty  
P&P Development

Why you should not use synthetic aromatherapy products  
Creative ways to treat low back pain.  
Substance Misuse - can nutrition help?  
Ayurveda and women's health issues  
Evolution: from Physical to Mental  
Become a powerful networker and create strategic alliances  
Exploring Frozen Shoulder  
Pigmentation  
RS2 - Fosacea  
Great minds think differently - why two heads (or more) are better than one

## Dec Jan 10

**Editorial Deadline**  
**Advertising Deadline**  
**Mailing Date**

**15 Oct 09**  
**25 Oct 09**  
**22 Nov 09**

Aromatherapy  
Complementary  
Health & Nutrition  
Yoga & Ayurveda  
Integrated Healthcare  
Business Support  
Advanced Techniques  
Education  
Beauty  
P&P Development

Aromatherapy & Skin Types  
Getting older: getting younger. How to treat clients with arthritis.  
Stress reduction  
How to set up an Ayurvedic practice in the west: Do's and Donts  
What does "alive" mean?  
Boost your business by becoming great at public speaking  
Hot Stone Fusion for Neck and shoulder pain  
Advanced Skin/Dr Diana part 1 'How The Skin Works' (new 2010 IDI schedule)  
Acne/Problematic Skin  
Motivation: are you a 'Towards' or an 'Away From' person?.