

the Friend

independent Quaker journalism since 1843

Now
advertise
on our
website!
See reverse

Advertisement rate card

Effective 1 December 2008

- Ads that work a treat!
- Wide range of ad sizes
- New website ads
- Readership statistics
- Good choice
- Loose inserts
- Terms & conditions



It's unwise to pay too much but it's unwise to pay too little. When you pay too much you lose a little money that is all. When you pay too little, you sometimes lose everything because the thing you bought was incapable of doing the thing you wanted it to do.

John Ruskin

George Penaluna
Advertisement Manager

The Friend Advertisement Dept
54a Main St, Cononley, Keighley BD20 8LL
Tel & Fax: 01535 630230
email: ads@thefriend.org

Advertising in *The Friend*

Whatever your needs, we have an advertisement format to suit. We carry display, classified lineage and loose insert advertisements for a wide variety of advertisers. *The Friend* is a highly effective medium for recruitment for professional, voluntary, charity and public sector appointments; charity fundraising and campaigning; courses, holidays and retreats; ethical investments and financial services; publishing in the fields of religion, peace, philosophy, history, politics, disarmament, development and the environment.

Who reads *The Friend*?

The Friend is read by an estimated 12,750 people who are in association with the Religious Society of Friends (Quakers) in Britain.

Readership is*:

- Predominantly professional and managerial, with 50% AB; 80% ABC1**
- 65% female, 35% male
- 64% of readers actively involved in the Society of Friends, holding one or more clerk or committee posts at local and/or national level.
- 70% attend meeting almost weekly**
- 60% of readers spend 1 - 2 hours reading *The Friend* each week, with 12% spending more than 2 hours

Do they read the Advertisements?

A resounding, 'Yes'! 87% of readers always or usually look at 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%

44% spend more than £5 a month on books, 29% are vegetarian, 2.5% are vegan.

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.

Do they give to charity, are they campaigners?

Quakers are generous. 68% give between £100 and £1,000 a year to charity and 10% give over £1,000 a year. What kind of charities do they support? Development/relief 85%; Human rights 68%; Housing/homelessness 71%; Environmental 51%; Peace 49%; Educational 30%; Drugs/medical 29%; Animal 26%.

Quakers are 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.

Website advertising

We are now able to offer advertisements on our website at www.thefriend.org. Please see the back of this rate card for further details.

What some of our advertisers have said about *The Friend*

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

"Thanks to your ads (and only yours) the barn is fully booked for the season"

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

"I've worked out that The Friend is consistently my most useful advertising..."

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

"...thank you most sincerely for your kind assistance in producing the charity leaflet"

"No-one does it better...!"

"I cannot thank you enough for your kind help with the advertisement..."

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

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

Display advertisement rates per entry excluding vat from 1 July 2008

Copy date Wednesday in week preceding publication.

SIZE	1 entry	3 entries	6 entries	12 entries
Full page 225mm deep x 165mm wide	£595	£535.50	£505.75	£476
Two-thirds page portrait 225mm deep x 108mm wide	£400	£360	£340	£320
Third page 225mm deep x 52mm wide <i>or</i> 110mm deep x 108mm wide	£210	£189	£178.50	£168
Sixth page 110mm deep x 52mm wide <i>or</i> 53mm deep x 108mm wide	£120	£108	£102	£96
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	£305	£274.50	£259.25	£244
Quarter page 168mm deep x 52mm wide <i>or</i> 53mm deep x 165mm wide	£172	£154.80	£146.20	£137.60

Loose inserts

We carry up to two 'non-conflicting' loose inserts each week, and only one appeal leaflet each week. Maximum weight 35 grammes (by arrangement), max. size 270mm x 195mm. Cost £108.50 per thousand (plus vat if applicable) for 3,250 copies. Heavier inserts may be carried with postage surcharge.

Book an insert and you can take a supporting display advertisement around the same time at HALF PRICE.

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

Standard linage = 47p per word. Semi-display = 72p per word. These rates include vat at 15%.
Box number £2 per entry. 5-9 entries gives a 5% discount. 10+ entries gives a 10% discount.

Loose inserts in The Friend 2008

Just take a look at the number and range of charitable, ethical finance and charity service leaflets we carried in 2007!

We can take up to two leaflets each week, only one of which can be an appeal. Max weight up to 35g.

Increase your returns by adding a click through advertisement on our website

We will soon be able to offer a great value for money addition to our advertisement options.

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

We will have a single Banner ad across the top of our home page and five panel ads down the side.

Take a look at these great value rates

	Banner	Side
One month	£80	£50
Half price	£40	£25
Three months	£160	£100
Half price	£80	£50

Please ask about advertising on our website when you book!

Technical details:

Advertisers must supply a jpg file of their web ad. No other file format is acceptable. Dimensions as follows:

Banner - 450 pixels wide x 80 pixels deep

Sidebar - 140 pixels wide x 130 pixels deep

81 leaflets in 51 weeks of publication

January

Friends School Ramallah
World Development Movement
Practical Action + Glenthorne Holiday Courses
Fellowship of Reconciliation + New Jerusalem

February

Friends of Sangam
Book Aid
Christian Aid + Quaker Social Action appeal
Oikocredit ethical finance + James Naylor Foundation
Sightsavers

March

AfghanAid
Quaker Action on Alcohol & Drugs newsletter + Peace Brigades
Claridge House appeal + CND membership
Bible Society

April

Practical Action
Hope for Children
Quaker Social Action appeal
Emmaus

May

Camphill Village Trust + Friends Quarterly subscription
Brooke Hospital for Animals
Amnesty International + Human Rights book
Investing Ethically + Pataya Orphanage Trust
Responding to Conflict + Scientists for Global Responsibility

June

Fellowship of Reconciliation + Ecology Building Society
Quaker Action on Alcohol newsletter + BookAid
Sightsavers + Friends Quarterly subscription
Quakers in Business + TreeAid
Book Aid

July

Orbis
Mental Health Foundation
Brummana Quaker High School appeal
Quaker Council for European Affairs

August

Plain Quakers theatre production
Tibet Relief Fund
The Phone Co-op
Rewrite appeal
Quaker Homeless Action

September

Practical Action + ActionAid fairtrade campaign
Quaker Action on Alcohol & Drugs + Refugee Council
Friends Therapeutic Newsletter + Brooke Animal Hospital
Oikocredit fairtrade finance + Camphill Community

October

TreeAid virtual gift catalogue + Quaker Social Action
Peace Museum appeal + Aquilla children's magazine
BookAid + The Phone Co-op
Peace Direct + Brooke Hospital virtual gifts
Orbis + Quaker Social Action postcard

November

Centre for Alternative Technology + The Bible Society
Howard League for Penal Reform + Britain Yearly Meeting
Campaign Against Arms Trade + Bhopal
Present Aid virtual gifts + Emmaus

December

Village Service Trust + Solartwin
Quaker Action on Alcohol & Drugs newsletter + Practical Action
Ramallah Friends School appeal + Amnesty International