



evangelicals now has a broad base of evangelical support. Its board of directors is chaired by William Mackenzie, and the paper has the backing of many leading evangelicals.

en is reaching an increasing cross-section of evangelical churches, inside and outside the main denominations. More churches and parishes are taking it as their source of news and comment.

Advertisers find an excellent rapport with readers. The advertising rates offer excellent cost/readership value and comparisons are welcomed with other monthlies.

The copy deadline is the 1st of the calendar month that precedes the issue month — for example the copy deadline for the January issue is December 1.

Publication date is (at latest) the first weekend of each month but usually falls in the last ten days of the previous month.

en reserves the absolute right to decline advertisements at its own discretion (for space and other reasons).

Technical bit (how to design and send your advert to us)

Text Only

For classified and display adverts, preferably email or post the text to us and (for display adverts) we will lay it out for you.

Word Documents

Or you can email a display advert in a Word document laid out as you would like it to appear. We will then replicate that as near as we can — we may have to use a different font and tweak the layout to fit. If you are using a logo, please show position in the Word document but also email it as a separate high resolution graphics file.

Print ready PDF

Or you can email a print ready PDF file of your display advert. This gives you complete control over all layout and font decisions and is printed 'as is'.

Guidelines

Here are some guidelines when designing your display advert.

Don't try to cram in too much text — see word count guides overleaf. Less is often more. Ensure you give the simple details of what, when and where and the contact / website details.

For layout purposes, the size of an advert may be altered by up to

5% at our discretion without effecting the price.

Proofs are not normally sent.

Health Warning: Your graphic designer should understand this next bit — do contact us if you want any explanation!

en is printed on newsprint. When designing colour adverts, follow these guidelines.

Allow for 25% dot gain. You should lighten half tones particularly on dark images.

12 pt is the min. size for fonts made up from more than one colour (14 pt for fine fonts).

Type should not be reversed on yellow or light coloured backgrounds. Type reversed on single colour backgrounds should be 10 pt min. and 12 pt min. on 2-4 colour backgrounds.

Rules (lines) of 1 colour should be 0.5 pt min., 2 colour should be 3 pt min. and 3 or 4 colour should be 4 pt min.

Pdf files should be designed to the correct size (see overleaf). Bleed and crop marks are useful but not required. Please ensure all fonts are properly embedded. PDFs should be high resolution and where possible saved as PDF/X-1a:2001

Display rates

* £6.50
per column cm

Sample sizes shown, but any size can be accepted. Invoices are sent after the display advertisement has appeared in **en**. Please ring **0845 225 0056** for advertising queries or to book an advert.

*plus VAT where appropriate

Word count guide:
20 - 30

1/32 PAGE HORIZONTAL
40.5 x 60.5 mm (single column)
£29.25 - mono £33.64 - colour

Word count guide:
50 - 60

1/16 PAGE VERTICAL
87 x 60.5 mm
£58.50 - mono £67.28 - colour

Word count guide:
50 - 60

1/16 PAGE HORIZONTAL
40.5 x 126 mm (double column)
£58.50 - mono £67.28 - colour

Word count guide:
150 - 170



1/8 PAGE VERTICAL
180 x 60.5 mm
£117.00 - mono £134.55 - colour

Word count guide:
150 - 170



1/8 PAGE LONG HORIZONTAL
40.5 x 257 mm (four columns)
£117.00 - mono £134.55 - colour

Word count guide:
150 - 170



1/8 PAGE SHORT HORIZONTAL
87 x 126 mm
£117.00 - mono £134.55 - colour



1/4 PAGE VERTICAL
180 x 126 mm
£225.00 - mono £258.75 - colour

1/4 PAGE HORIZONTAL
87 x 257 mm
£225.00 - mono £258.75 - colour

HALF PAGE VERTICAL
366 x 126 mm
£450.00 - mono £517.50 - colour

HALF PAGE HORIZONTAL
180 x 257 mm
£450.00 - mono £517.50 - colour

FULL PAGE
366 x 257 mm
£895.00 - mono £1,029.25 - colour

Series discounts

on bookings made at one time in any 12-month period:

- * Four bookings: 10% off
- * Eight bookings: 15% off
- * Twelve bookings: 20% off

Colour logos

You can include a small colour logo in a mono advert at no additional cost. Please email the logo as a separate high resolution graphics file.

Charity discounts

for registered charities:

- * On full or half page: 10% off
- * On other display space: 5% off

Ad. agency discount

Display adverts only: 10% off

Loose inserts

We carry up to 4 loose inserts per issue (but none in the January issue). £75 per 1,000 for single A4 sheet or equivalent insert.

Extra postage is chargeable on inserts over 10g. Inserts that have to be manually inserted attract an additional cost. Please ask us for further details. There is no advertising agency discount on loose inserts.

Classified rates (plus VAT where appropriate)

Up to 20 words (minimum charge) £8.00 Each extra word 40p Box Number £3.00
10% series discount if six or more entries in any 12-month period are booked at the same time.