

THE JOURNAL OF THE TAI CHI & QIGONG UNION FOR GREAT BRITAIN

TAI CHI CHUAN & INTERNAL ARTS

Media Information Pack 2023



About TAI CHI CHUAN & INTERNAL ARTS

Launched in 1993, and published three times a year, *Tai Chi Chuan & Internal Arts* is the voice of The Tai Chi and Qigong Union for Great Britain. From the beginning the object of the journal has been to inform members of developments in the arts and allow them to share ideas and opinions.

Every member of the union receives a copy of the magazine.

In 2021 the magazine was redesigned and given a new publishing platform on the internet at:
www.taichimag.org

The online edition also attracts a high readership with over 1,000 unique visitors each month since its launch. The flip version receives around 1,700 views with visitors opening 3,000+ pages.

The editorial team welcomes contributions from members (though we do not guarantee publication) and our regular profile section *Meet the Teacher* gives members the opportunity to tell us about their background in tai chi.

There are also regular articles on health, aspects of tai chi and qigong.

The editorial team will be happy to advise on length and format. We also require hi-resolution pictures to accompany articles.



Rates & Data

Cover packages

£525 Back Cover with Single Page Cover Story
Prices on application for other Cover Options including Gatefold

Advertising Rates

Number of insertions	1	2	3
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All rates are quoted as full colour

DPS	£850	£722	£637
Full Page	£425	£361	£319
Half Page	£300	£255	£225
Quarter Page	£185	£158	£139

Members special discount: quoted rate less 30%

Special Positions

Number of insertions	1	2	3
Back Cover	£550	£467	£440
Inside Front Cover	£480	£408	£384
Inside Back Cover	£480	£408	£384
First Right Page	£450	£382	£360

Advertising Material

We accept advertisement copy in the following formats:
Print ready PDF files are preferred. We can also accept hi-resolution image files such as JPEGs. Minimum acceptable resolution for print is 300dpi. **Any other format may incur studio charges.**

For further details, please e-mail
editor@taichimag.org

Copy Dates

Display Ad Copy	8 weeks prior to publication date
Cancellation	6 weeks prior to publication date

Mechanical Data

Page Sizes		
Full Page Bleedh	303mm	xw: 216mm
Trimmed Sizeh	297mm	xw: 210mm
Text Area	265mm	xw: 184mm
DPS Bleedh	303mm	xw: 426mm
Trimmed Sizeh	297mm	xw: 420mm
Text Area	265mm	xw: 394mm
Half Page Horizontal	132mm	xw: 184mm
Half Page Vertical	265mm	xw: 89mm
Quarter Page	130mm	xw: 89mm

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Tai Chi Chuan & Internal Arts is published three times a year by the Tai Chi Union for Great Britain Cic