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: <a href="http://www.taichimag.org">www.taichimag.org</a>

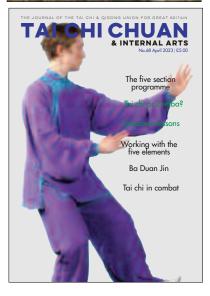
The online edition also attracts a high readership with over 1,000 unique visitors each month since its launch. The flip version receives around 1,700 views with visitors opening 3,000+ pages.

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**

Back Cover with Single Page Cover Story  $f_{525}$ Prices on application for other Cover Options including Gatefold

#### **Advertising Rates**

Number of insertions

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

2

3

Members special discount: quoted rate less 30%

#### **Advertising Material**

We accept adverisement copy in the following formats:: Print ready PDF files are prefered. We can also accept hiresolution image files such as IPEGs Minimum acceptable rsolution for print is 300dpi. Any other format may incur studio charges.

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

#### **Contacts**

**Editor:** John Roper 07967 666794

#### **Assistant Editor:** Suse Coon

#### **Production Assistant:** lo Roper

#### Editorial enquiries

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#### Advertising enquiries

advertise@taichimag.org

#### Accounts:

#### Aileen Comar enquiries@taichiunion.com

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

#### **Special Positions**

Number of insertions		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

#### **Mechanical Data** D. -- C:---

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

Copy	v Dates
Display	Ad Copy

8 weeks pior to publication date Cancellation 6 weeks prior to publication date