

Magazine readers value both editorial content and advertising as sources of information

The integrity and long-term viability of magazines depends, however, on a clear distinction between the two. Without it, both editorial and advertising lose credibility with the reader.

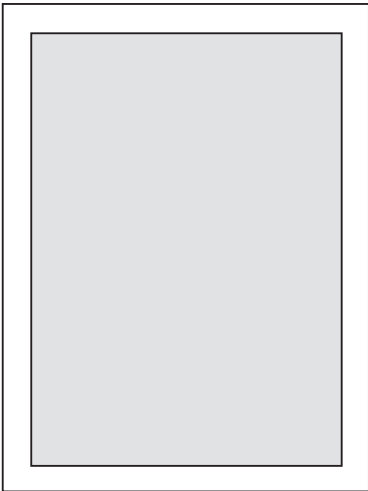
An advertorial is an advertisement/editorial hybrid found mainly in magazines. The advertiser pays the publisher to produce a feature endorsing his product, in the hope of conferring the magazine's values upon the product or service.

FULL PAGE

148mm (w) x 210mm (h)

Live area

138mm (w) x 188mm (h)

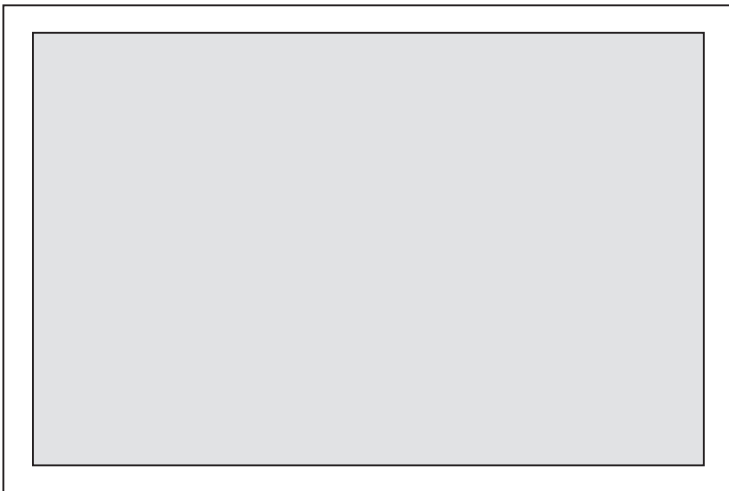


DOUBLE PAGE

296mm (w) x 210mm (h)

Live area

286mm (w) x 188mm (h)



Advertorial Guidelines for Aura Publications®

Advertorial sales and copy close date is two weeks prior to the published advertising deadline date. Absolutely no advertorial requests will be accepted past these deadlines.

- All advertorials are subject to a 20% INCREASE IN FEE OVER AND ABOVE THE STANDARD PAGE RATE, (ie £360.00/ single page and £720.00/ double page spread - as per Rate Sheet) regardless if written by the advertiser himself or by Aura Publications staff.
- It is the advertiser's responsibility to make themselves available to Aura staff in accordance with Aura's production timelines if writing services are required for the completion of their advertorial. Advertisers will be required to provide interviews (either in person or by phone) and/or background information about their product/service to Aura staff.
- Advertorials can only be sold as either one or two pages (double page spread) in size. No other sizes are available for this type of product.
- ADVERTORIALS CANNOT BE SOLD FOR ANY COVER POSITIONS.
- Advertisers are permitted to include their logo and own photos in an advertorial as long as these are provided in a high-resolution format. (As per Aura artwork specs). Photos or images, and instructions for layout, if any, are to be sent to sandy@aurapublications.co.uk
- Advertisers who include their own copy for their advertorial are advised that a one page advertorial USING GRAPHICS, PHOTOGRAPHS, OR ILLUSTRATIONS SHOULD NOT EXCEED 300 WORDS. If text ONLY is required, a maximum of 500 words is recommended
- All text written by the advertiser is to be emailed to sandy@aurapublications.co.uk All input for layout or photography choices is to be provided at the same time.
- Advertorial layout and design will be complementary to editorial layout, but entirely different from the publication's normal layout and design.
- Advertisers will receive two proofs of their product for sign off. The first proof will be written copy only which will need to be finalised prior to layout. The second will be a laid-out proof of the advertorial as it will appear in the magazine. All proofs will be signed off by the editor prior to being sent to the advertiser.
- NO MORE THAN TWO ADVERTORIALS WILL APPEAR IN ANY ONE ISSUE OF AURA

Five Questions for an Effective Advertorial



1) What is the goal of your advertorial? i.e. What do you hope to achieve through this type of communication piece?

2) What is your key message?

3) Is there a specific product, practice or service, that you'd like to highlight?

4) Who are you trying to reach?

5) What visual elements would help you illustrate your story?

For further information on advertorial guidelines and the advertorial process at Aura Publications, please contact:

Sandy on 01446 793316 E: sandy@aurapublications.co.uk

Or

Rebecca on 01446 794804 E: info@aurapublications.co.uk