

2019



PRINT OPPORTUNITIES RATE CARD

Our publications have a unique reach. Their readership is 100% your target audience. There are a range of opportunities available to increase your brand awareness.

LIVE WELL GLUTEN FREE MAGAZINE

Circulated to over 65,000 members with a readership of over 100,000, this is the **market leading magazine** for the gluten free sector.

DISPLAY ADVERTISING

- Double page spread (DPS) **£5,500**
- Full page **£3,750**
- 1/2 page **£2,500**
- 1/4 page **£1,500**
- Optional one off design fee **£99**

PREMIUM POSITIONS

- Outside back cover **£5,200**
- Inside front cover **£4,950**
- Inside back cover **£4,125**
- Centre DPS **£6,750**

- Optional one off design fee **£99**

A 10% additional charge will be made to guarantee specific positions e.g. right hand pages. The inclusion of cut out coupons within an advert must be specified at the time of booking. Reply devices will incur an additional charge.

ADVERTORIALS

- Advertorial **£5,500**
- Optional one off design fee **£99**

PUBLICATION DATES

Summer edition

- Advert deadline - Wednesday 27 March
- Publication date - Friday 3 May

Winter edition

- Advert deadline - Wednesday 2 October
- Publication date - Monday 4 November

Gluten free recipes • foodie features • seasonal ideas • tips and tricks for living GF • nutritional advice • celebrity chef Q&As • the latest research • and so much more

SPONSOR OPPORTUNITIES

Includes one recipe with image, company logo and sponsor recognition.

- Sponsored recipe (full page) **£1,500**
- Sponsored recipe (half page) **£1,000**
- Sponsored competition (half page) **£1,000**

INSERTS

Inserts per issue are limited.

- A5 single sheet **£3,300**
- A4 single sheet **£4,400**
- Other sizes **price on application**

No reply devices will be included unless prebooked in the A4 format. Database segmentation available for insert mailings to selected postcodes. Maximum insert weight 20g.

MEMBER SERVICES OPPORTUNITIES 2018

Advertise your company and products to new and existing members of Coeliac UK. There are a range of options available.

NEW MEMBERS' WELCOME PACK

Great chance to target recently diagnosed members who will be making important product choices for their new diets and lifestyles. Available to a maximum of 10 Commercial Partners on an annual basis.

Package includes:

- Inclusion of an A5 double-sided full colour leaflet, advertising your company and relevant products in all

For all bookings and enquiries please contact: 01494 796 722 or marketing@coeliac.org.uk.

Coeliac UK terms and conditions apply to all bookings. Late cancellations will incur full payment charges.

For details on our other great marketing opportunities visit www.coeliac.org.uk/ratecards.

81% of members surveyed

are more likely to purchase a product or visit a food venue that has been featured or advertised in a Coeliac UK publication than one that hasn't.

71% have used a discount coupon from one of our publications.

new member Welcome Packs. Leaflet to be produced by you (following sign off by Coeliac UK)

- Opportunity to include voucher or coupon and to change the leaflet during the year to allow for measurement of different offers/ leaflet designs
- Approximate supplies of 1,000 per month required. 200 gsm maximum
- **£5,000**

MEMBERSHIP RENEWAL LETTER

Potential to advertise to around **26,000** of our valued members.

Package includes:

- Inclusion of an A5 double-sided full colour leaflet, advertising your company and relevant products in our Membership Renewal Letter. To be produced by you (following sign off by Coeliac UK)
- Opportunity to include voucher or coupon and to change the leaflet during the year to allow for measurement of different offers/ leaflet designs
- Approximate supplies of 2,000 per month required. 200 gsm maximum
- **£5,000**

coeliacuk
live well **gluten free**

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www.coeliac.org.uk