



Your guide to Evangelical Alliance media

ADVERTISING OPPORTUNITIES,
SPECIFICATIONS AND RATES



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“

I have given them the glory that you gave me, that they may be one as we are one, I in them and you in me, so that they may be brought to complete unity. Then the world will know that you sent me and have loved them even as you have loved me.”

JOHN 17:22–23

About the Evangelical Alliance

The Evangelical Alliance is made up of hundreds of organisations, thousands of churches and tens of thousands of individuals, joined together for the sake of the gospel. Representing our members since 1846, the Evangelical Alliance is the oldest and largest evangelical unity movement in the UK.

United in mission and voice, we exist to serve and strengthen the work of the church in our communities and throughout society. Highlighting the significant opportunities and challenges facing the church today, we work together to resource Christians so that they are able to act upon their faith in Jesus, to speak up for the gospel, justice and freedom in their areas of influence.

Working across the UK, with offices in London, Stockport, Cardiff, Glasgow and Belfast, our members

come together from across denominations, locations, age groups and ethnicities, all sharing a passion to know Jesus and make Him known.

idea is the Evangelical Alliance's quarterly magazine, which keeps people up to date with what evangelical Christians around the UK are doing to make Jesus known and provides a platform for us to share solutions to some of the challenges we face.

Underpinned by theological reflections written by Bible college principals and Christian leaders, and enhanced by stories of how churches, individuals and organisations are living out what God's word says, *idea* is as much a source of encouragement as it is a handy resource.

Members of the Evangelical Alliance get their copy of *idea* magazine free of charge and delivered straight to their door.



idea

THE MAGAZINE OF THE EVANGELICAL ALLIANCE
EAUK.ORG
WINTER 2024

A time to
celebrate

THE EVANGELICAL ALLIANCE MEDIA PACK

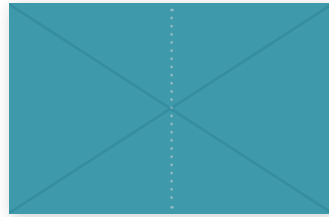
idea magazine

Advertising rates



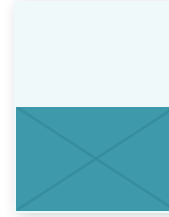
FULL PAGE **£1100**
BACK COVER **£1300**
INSIDE COVER **£1200**

Artwork size:
 210mm x 297mm (trim size)
 216mm x 303mm (bleed size)



DOUBLE-PAGE SPREAD
£1850

Artwork size:
 420mm x 297mm (trim size)
 426mm x 303mm (bleed size)



HALF PAGE **£750**

Artwork size:
 186mm x 133mm (landscape)
 No bleed



ADDRESS CARRIER **£850**

Artwork size: A4P
 As full page, allowing for
 200mm x 90mm address box;
 top of box 5mm from trim

[Download carrier sheet artwork template here](#)

25%
DISCOUNT
 off rate card for
 Evangelical Alliance
 members

Insert rates

LOOSE INSERTS (UP TO 10G)

- **Full run** – 24,000 (not bulks)
£74 per 1,000
- **Individuals** – 16,000
£99 per 1,000
- **Churches/organisations only** – 3,000
(1 per pack):
£129 per 1,000

STITCHED-IN (UP TO 10G)

- 23,000:
£85 per 1,000
- **Weight surcharge all inserts:**
£2 per g per 1,000

Edition deadlines

ISSUE	AD DEADLINE	MAIL DATE
Apr–Jun 2025 (Spring)	25 February 2025	25 March 2025
Jul–Sept 2025 (Summer)	27 May 2025	24 June 2025
Oct–Dec 2025 (Autumn)	26 August 2025	23 September 2025
Jan–Mar 2026 (Winter)	6 November 2025	12 December 2025

Stitched insert delivery: 3 days after copy

Loose insert delivery: 14 days after copy

Requirements

ARTWORK

- Artwork to be supplied via email as press-quality PDF, JPG, TIFF, Minimum 300 dpi CMYK, all fonts embedded. EPS files are also acceptable.

LOOSE INSERTS

- Maximum size when folded is 290mm x 200mm portrait. Max width 200mm. Minimum size 100mm x 100mm. Minimum paper weight 50gsm.
- Must have a straight, closed leading edge (no z-folds).
- Overs retained for one month after mailing, returnable at advertiser's prior request and expense.

STITCHED-IN INSERTS

- Supply folded and trimmed on a minimum of 115gsm stock. Leave additional head trim 5mm (above crop marks).
- High folio should have a 10mm binding lip on back section for pickup.
- Leave 3mm clear on either side of the binding spine when folded for inserts over four pages.
- Must not cover more than 60% of an A4 page when folded. Mock-up should be supplied for approval prior to printing.

Terms & conditions

Advertising in *idea* does not necessarily imply editorial endorsement. The Evangelical Alliance reserves the right to accept or refuse advertising at its discretion. Any booking confirmation will be subject to approval of final artwork.

PAYMENTS: Strictly 30 days from date of invoice (please note that first-time advertisers may be asked to pay in advance). Cheques should be made payable to Evangelical Alliance Developments Ltd.

LATE CANCELLATION: A fee of 50% of the booking charge is chargeable when orders are withdrawn less than 30 days before press deadline. A fee of 100% of the booking charge is chargeable when orders are withdrawn less than 10 days before press deadline.

LATE DELIVERY: Failure to supply artwork or inserts in the correct format by the deadline advised on booking confirmation may result in omission from the magazine, in which case a fee of 100% of the booking charge is chargeable.

AGENCIES: 10% commission payable to bona fide advertising agencies subject to payment of invoices within 30 days.

VAT: VAT will be charged at the prevailing rate unless by the press deadline we are in receipt of a VAT zero-rating form.

NON-DELIVERY OF INSERTS: The Evangelical Alliance will make every effort to ensure that inserts are mailed with *idea* in accordance with the booking confirmation. However, the Evangelical Alliance cannot accept any liability for non-delivery. Advertisers will only be charged for inserts that have been mailed.

SUPPLY OF INSERTS: Extra charges will be applied if:

- Outside delivery window
- Packaged and labelled incorrectly
- Different format and weight from booking
- Delivered to incorrect address

LOSS OR DAMAGE OF INSERTS: The Evangelical Alliance will make every effort to ensure that inserts are stored securely between delivery and despatch. However, the Evangelical Alliance cannot accept liability for damage or loss caused by fire, theft or any other reason. It is strongly recommended that advertisers include this risk in their own insurance policies.



THE EVANGELICAL ALLIANCE MEDIA PACK

Digital advertising



Digital advertising

We can support you digitally with two options of digital advertising with eauk.org

WEEKLY HEADLINES EMAIL

We offer a banner advert in the weekly email.



For best quality, resolution should be 600px wide x max 500px high.

PRICE:

- **One week:** £250
- **Two weeks:** £500
- **Three weeks:** £750



EAUK.ORG NEWS & VIEWS

Banner adverts across all of our “News & views” articles on eauk.org. This is an advert banner that sits beneath the third paragraph on all articles in the section.



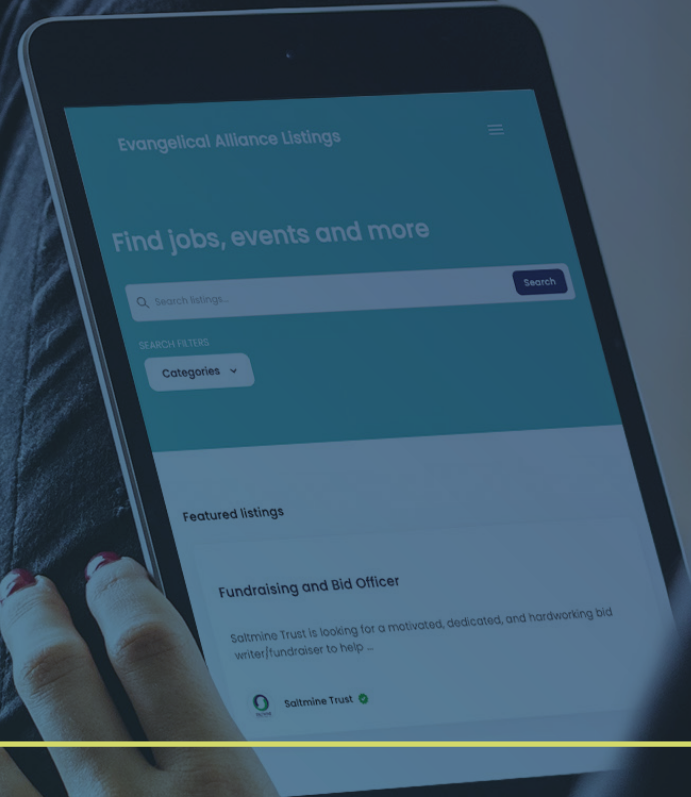
For best quality, resolution should be 2200px wide x 600px high.

PRICE:

- **One month:** £350 (Standard price)

THE EVANGELICAL ALLIANCE MEDIA PACK

Evangelical Alliance Listings



Evangelical Alliance Listings

ealisting.co.uk is the Evangelical Alliance's online hub for advertisers and members of the Evangelical Alliance.

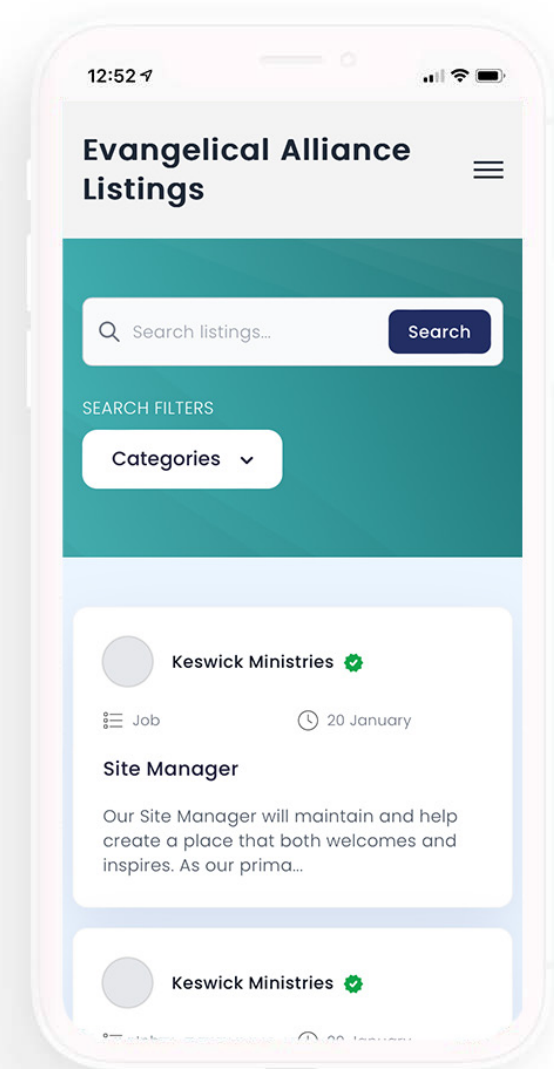
If you are running a Christian event, organising a prayer initiative, recruiting staff or volunteers, looking to publicise your resources or services, or even wanting to sell a house – ealisting.co.uk is the place to advertise.

Evangelical Alliance Listings also comes in a print version mailed out quarterly with *idea* magazine to members of the Evangelical Alliance.

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“A great investment! Thank you so much for your fast, efficient and friendly service. I am a small business that trades part-time throughout the week and was urgently seeking staff. Your helpful approach allowed me to write an advertisement and circulate to your members within hours. Best of all – I secured two quality candidates. Thank you Evangelical Alliance – you truly have been a blessing.”

KAREN M BRYSON, BRIGHT FUTURES 4 ALL



Online listings

- **STANDARD LISTING: £89 + VAT**
Includes one month listing, logo and inclusion in monthly email (first week of the month).
- **ENHANCED LISTING: £119 + VAT**
Includes standard listing plus premium positioning on website and in emails.
- Additional months: £50 + VAT.



Print listings

- **STANDARD LISTING: £250 + VAT**
Up to 300 words including graphic.
- Includes 24,000 copies distributed with *idea* magazine quarterly, plus up to 3 months online.
- Includes a monthly distribution to 3,800 people via the Evangelical Alliance Listings update email – with a 45% open rate.

Print edition deadlines

ISSUE	COPY DEADLINE
Apr–Jun 2025 (Spring)	25 February 2025
Jul–Sept 2025 (Summer)	27 May 2025
Oct–Dec 2025 (Autumn)	26 August 2025
Jan–Mar 2026 (Winter)	6 November 2025

Please supply graphic as JPEG or TIFF at minimum 300dpi. Advert will be set in house style.

To provide any text and logos/graphics
(if required), or simply to find out more,
please contact our media sales manager,
James Batterbee:

E: sales@eauk.org



176 Copenhagen Street, London, N1 0ST

T 020 7520 3830 | E info@eauk.org | W eauk.org

The Evangelical Alliance. A company limited by guarantee. Registered in England & Wales No. 123448.

Registered Charity No England and Wales: 212325, Scotland: SC040576. Registered Office: 176 Copenhagen Street, London, N1 0ST