

Media Kit for Advertisers – Fall 2018



Full Colour Ads

Beautiful graphic ads with hyperlinks to your website

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Classifieds

Free class and conference listings. Inexpensive text ads for products/services

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Well written advertising articles and product reviews

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Specialized Kinesiology Magazine

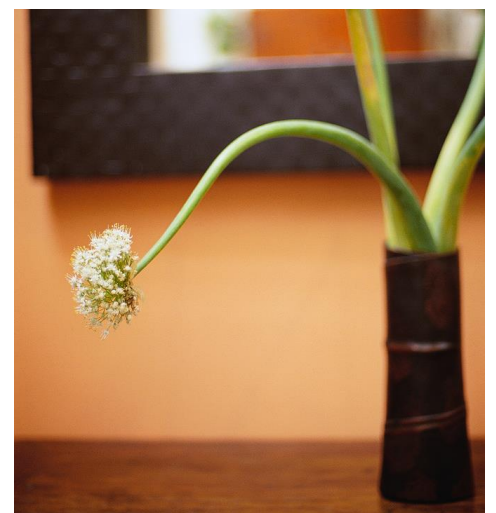
The international journal for SK practitioners

For specialized/applied/energetic kinesiology practitioners and students from around the world. A place to share ideas, new techniques and products, upcoming events, courses, videos, etc. To go deeper into modalities and research pertinent to our field. And, of course, to have fun!

This magazine is free to national associations of specialized kinesiology to print and distribute to their members, as hard copies or online. Our funding comes from advertising.

Published quarterly, there is a general theme for each issue. Issue themes from Fall 2018 – Summer 2019 are:

- Getting on my Nerves
- Kinesiology Creatures
- The Healthy Travel Issue
- TBA



**We want to showcase
your products and
services**

Our targeted and well-
educated readership
provides a completely
unique platform for sharing
information about your
products and services.

Full Page Ad
19.5cm x 24.2cm

Half Page –
Horizontal
19.5cm x 13cm

Half Page –
Vertical
10cm x 24.2cm

1/4 Page – Vertical
5cm x 24.2cm

1/8 Page
10cm x 6.5cm

1/4 Page – Horizontal
19.5cm x 6.5cm

As we are an online magazine, we
are able to offer large ads for a
fraction of the price of print
journals while getting your info in
front of more people than you
would believe possible.

Ad design is available – please
enquire for full details.

All prices are in USD.
**Prices are valid to Summer 2019
issue.**

Full Page
Regular price: \$300

1/4 Page
Regular price: \$100

Inside front/back cover
Same as full page dimensions
Regular price: \$350

Half Page
Regular price: \$180

1/8 Page
1/8 Page (business card)
Regular price: \$50

Classifieds

Classified listings are **Free** for:

- Class listing page of a Kinesiology Association's Website - link
- Basic SK Conference listing
- SK promoting events such as free demos, public talks, etc.

Upgrade your listing:

Upgrade to a boxed ad within the classifieds where you can add a few sentences about the course, a link to your website or email and a small graphic.

Upgrades start at \$20

Products for sale can be listed here (not eligible for free listing)

Example of free listings:

IASK Conference
April 28-May 1, 2017, Bergamo
Italy, iaskboard@gmail.com

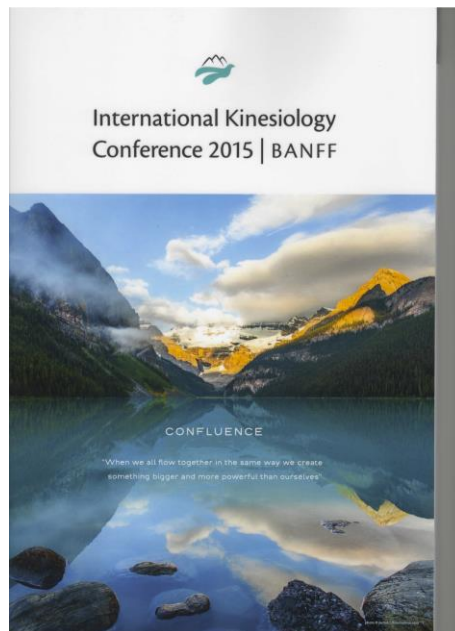
Example of upgraded listing:

Benvenuto!

Join us in
beautiful



Bergamo as we celebrate 30 years! Some of this year's presenters are: Adam Lehman, Charles Krebs, Sylvia Marina, Phillip Rafferty and many more! Early bird pricing in effect until December, iaskboard@gmail.com



Advertorials

For some products and services a traditional ad doesn't work. Sometimes, your prospective clients need to read an interview, detailed answers to frequently asked questions, or maybe the experience and testimonial of another client before they want to invest.

Advertorials provide this kind of detailed content in an article format with lots of pictures. Advertorials can be provided by the advertiser, or can be written by someone on our team. Rates for advertorials start at \$200.

Reviews

Do you have a product, book, DVD, etc. that you would like to have reviewed? If you are purchasing an ad, a product review could be included if appropriate for, and of interest to, our readers. Please send an email to enquire.



Readership and Distribution

Specialized Kinesiology Magazine is distributed free of charge to various national kinesiology associations, leading to a large and very targeted market, as well as many online viewers.

Top 10 Countries for readership in order (as of Jan.22):

Canada

United Kingdom

United States

Australia

Denmark

Ireland

France

Belgium

Costa Rica

Germany

Send your ad proposal or questions to Alexis at happy@alexiscostello.com



Thank-you for your time – let's get in touch soon!
Deadline for each issue is
the 30th of the previous month