When you have something to shout about...
Deliver your message to a vibrant Quaker audience every week

• Display • Inserts • Classified • Website •

George Penaluna, Advertisement Manager
54a Main Street, Cononley, Keighley BD20 8LL
Direct line: 01535 630230 • Email: ads@thefriend.org
The Friend is read by an estimated 10,000 people who are in association with the Religious Society of Friends (Quakers) in Britain.

Your advertisement connects with people who are:

- **Highly educated** and predominantly professional/managerial, with 50% AB; 80% ABC1** Also, 65% are female, 35% male. 29% are vegetarian, 2.5% are vegan
- **Committed to spiritual fulfilment**, with 64% of readers holding one or more clerk or committee posts in the Society and 70% attend meeting almost weekly**
- **Avid readers**, 44% spend more than £60 a year on books. 60% spend 1 - 2 hours reading *the Friend* each week, with 12% spending more than 2 hours
- **Generous to social & environmental concerns**, 68% give between £100 and £1,000 a year to charity and 10% give over £1,000 a year. Charities favoured are: Development/relief 85%; Human rights 68%; Housing/homelessness 71%; Environmental 51%; Peace 49%; Educational 30%; Drugs/medical 29%; Animal 26%
- **Pro-active campaigners** 48% have written 1 - 4 letters to their MP or a government minister in the past year; 7% have written 5 - 10 letters and 2% have written 11 times or more.

87% of readers always or usually read the advertisements each week, with a huge 63% of readers actually replying to between one and four advertisements a year. And when they’re not replying themselves, 64% of readers draw an advertisement to someone else’s attention between one and four times a year!

Which ads do they look at most? Jobs - 39%; Holidays - 76%; Courses/workshops - 68%; Property for sale/rooms to let - 43%; Goods/services for sale - 53%; Charities - 49%; Ethical investments/financial advice 36%

They really read the Advertisements!

Circulation

Sales are approximately 95% via paid for postal subscription and 5% via Quaker meetings. There is a small but valuable international readership. Weekly print run 3,000 copies.

* Statistics taken from a 1997 readership survey which received 1460 replies, except items marked ** from research in Spring 2002.
Whatever your need...  
...we have an advertisement format to suit!

- **Display**
  Boxed advertisements in a wide variety of sizes which can include logos, photographs and drawings; with text in a range of fonts and sizes. You buy the space and can put whatever you like in it - within reason! Ideal for recruitment, courses, events, campaigning, ethical investment, books...

- **Inserts**
  Loose inserts can be the most effective communication tool for fundraising and campaigning; membership recruitment; ethical investment and mortgages; magazine subscriptions and more. Just look at the 2017-18 inserts on the back cover. We only take two inserts each week, of which one can be an appeal. This results in much better impact and improved response rates. And remember, 95% of circulation is by postal subscription, so your leaflet always gets delivered.

- **Classified**
  The 'small ads.' Low cost advertising in two set formats, in standard fonts and sizes. Ideal for holidays, courses, property for sale and to let, rooms to rent, goods for sale, personal services, job vacancies... just about anything! Standard linage at 60p a word and Semi-display at 90p a word, incl. VAT at 20%. Minimum 12 words. Discounts for multiple entries. Classified advertisements can be repeated in our new online Marketplace for just £1 per week, to achieve even greater reach for your message.

- **Website**
  Our new website offers a fantastic opportunity to provide click-through connectivity, allowing our readers to link directly to your website. Available as boxes and banners, with a fantastic 50% discount for those placing Display ads or Loose Inserts in our printed edition.

**Weekly publication schedule for rapid response - booking & copy deadlines**

*The Friend* is published weekly, dated the Friday of each week. We have short lead times and your advertisement can usually appear in the very next issue.

- **Display**
  To guarantee space, bookings for Display advertisements should be made 10 days before the Friday of publication. It is often possible to accommodate Display ads at shorter notice, up to the Monday of the week of publication, but is subject to space. All copy is due by 10am Monday morning.

- **Classified**
  The copy date for Classified ads is usually Monday morning for that week's issue. It is sometimes possible to accept copy on Monday afternoon, but is subject to space.

- **Inserts**
  Appeal inserts usually need to be booked 10 to 12 weeks or more in advance. Other leaflets can usually be accepted at shorter notice subject to availability.
A great range of Display advertisement sizes and formats to suit your each and every need

1) **Sixth page portrait**  
   114mm deep x 52mm wide. Great for shorter messages, courses, events, jobs. Good for 75-95 words plus logo.

2) **Sixth page landscape**  
   55mm deep x 108mm wide. Ideal for longer headlines and just one or two points of information, perhaps 60-70 words.

3) **Twelfth page**  
   55mm deep x 52mm wide. The small box with a big punch! Just the job for shorter messages.

4) **Half page landscape**  
   114mm deep x 165mm wide. High impact, enough space for 200-240 words, incl. headline and response details, plus logo.

5) **Third page portrait**  
   233mm deep x 52mm wide. Great for listings type ads, perhaps five or six courses or events; or two or three jobs.

6) **Third page ‘square’**  
   114mm deep x 108mm wide. Good general advertisement size.

7) **Quarter page landscape**  
   55mm deep x 165mm wide. This ‘letterbox’ format has significant impact, especially running at the top or bottom of the page.

8) **Quarter page portrait**  
   174mm deep x 52mm wide. Good for shorter ‘listing’ entries.

9) **Half page portrait**  
   174mm deep x 108mm wide. Good general size. High impact with the possibility of placing a reply coupon at the bottom.

10) **Full page**  
    233mm deep x 165mm wide. Also available in full bleed: 270mm deep x 195mm wide plus 3mm bleed on each edge.

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**Colour or black & white?**  
*For a small premium you can bring your message alive with a colour advertisement every week!*

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5. Third page portrait

6. Third page ‘square’

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7. Quarter page landscape

8. Quarter page portrait

9. Half page portrait

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Want a sample copy or two?  
Just ask!
Advertisement regulations
1. All advertisement copy is subject to acceptance by the Proprietors, who reserve the right to decline or omit any advertisement without assigning a reason.

2. The Proprietors while endeavouring to ensure that advertisements shall appear with all possible regularity, will not be held liable for any loss occasioned by the failure of an advertisement to appear from any cause whatever.

3. Advertisement matter may be changed as often as desired, but changes of copy must be supplied without application from the Proprietors and current copy will be repeated if new copy is not received by the recognised deadline for publication.

4. Placing of an order does not confer the right to renew upon similar terms.

5. Printed conditions which are contained in order forms other than those of the Proprietors, and which do not conform or are in addition to the Proprietors conditions, will not be recognised as binding. Any special conditions it is desired to include must form the subject of a separate written communication to us.

6. No responsibility can be accepted for artwork not claimed within three months after use.

7. Cancellation charges: Display advertisement cancelled within 10 days of date of publication 25% of cost. Loose insert cancelled within 4 weeks of date of insertion £200. Pre-paid classified advertisements subject to £5.00 refund charge.

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Display advertisement rates 2020 - 2021
Quaker bodies

Price per entry. Rates excl. vat (where applicable).

<table>
<thead>
<tr>
<th>SIZE</th>
<th>Colour 1 entry</th>
<th>Colour 6 entries</th>
<th>Mono 1 entry</th>
<th>Mono 6 entries</th>
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<tbody>
<tr>
<td>Full page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>233mm deep x 165mm wide</td>
<td>£640</td>
<td>£576</td>
<td>£572</td>
<td>£515</td>
</tr>
<tr>
<td>Third page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>233mm deep x 52mm wide or 114mm deep x 108mm wide</td>
<td>£225</td>
<td>£202.50</td>
<td>£200</td>
<td>£180</td>
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<tr>
<td>Sixth page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>114mm deep x 52mm wide or 55mm deep x 108mm wide</td>
<td>£130</td>
<td>£117</td>
<td>£115</td>
<td>£103</td>
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<tr>
<td>Twelfth page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>55mm deep x 52mm wide</td>
<td>£67</td>
<td>£60</td>
<td>£59</td>
<td>£52.50</td>
</tr>
<tr>
<td>Half page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>174mm deep x 108mm wide or 114mm deep x 165mm wide</td>
<td>£320</td>
<td>£288</td>
<td>£286</td>
<td>£260</td>
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<tr>
<td>Quarter page</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>174mm deep x 52mm wide or 55mm deep x 165mm wide</td>
<td>£190</td>
<td>£170</td>
<td>£167.50</td>
<td>£150</td>
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</table>

Loose inserts - see full details overleaf, along with details of website advertising.

Plus, book an insert and take a supporting display and/or website advertisement at half price. Details overleaf.

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Classified advertisement rates incl. vat

Standard linage: 63p per word. Semi-display: 95p per word. These rates include vat at 20%. Box number first entry £5 then £1 per entry. 5-9 entries gives a 10% discount. 10+ entries gives a 15% discount.
Loose inserts in The Friend 2019

Insert prices 2020

Each week we carry a maximum of two ‘non-conflicting’ loose inserts, only one of which can be an appeal leaflet.

Maximum weight normally 20 grammes. Heavier inserts on request with a small postage surcharge. Max. size 270mm x 195mm. General appeal inserts £150 per thousand for 3,000 copies (£450). Quaker and non-appeal leaflets £382.50. Plus VAT where applicable.

Book an insert and take a supporting display and/or website advertisement at half price.

Increase your returns by adding a click-through advertisement on our new website (see www.thefriend.org)

We can now offer a great, value for money addition to our advertisement options.

Anyone taking an insert or display advertisement in The Friend can add a click through advertisement on our website at half price!

We carry a prominent Ad Box on each content page. These rotate randomly across all our content pages, so your message hits every type of reader - those looking at ‘high traffic’ pages and those searching obscure or historic articles!

Take a look at these great value rates:

<table>
<thead>
<tr>
<th></th>
<th>1 month</th>
<th>3 months</th>
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</thead>
<tbody>
<tr>
<td>Banner</td>
<td>£80</td>
<td>£160</td>
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<tr>
<td>Half price</td>
<td>£40</td>
<td>£80</td>
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</tbody>
</table>

Remember to book your website ad when you place your insert or display order!

Technical details:

Advertisers must supply a jpg, png or gif file of their web ad. No other file formats are acceptable. Dimensions as follows:

Sidebar - 300 pixels wide x 250 pixels deep

You also need to provide a web address for your ad to link to.

January
Emmaus - homeless charity appeal
Mines Advisory Group + Investing Ethically
Embrace the Middle East + Lost Boy book flyer
Fairfield Quaker Meeting House appeal

February
Alternatives to Violence appeal
Womankind Worldwide
St Mungo appeal
Bookaid

March
Cardiff Quaker Meeting House appeal + Embrace catalogue
Refugee Council
Practical Action + Quaker Action on Alcohol newsletter
Railway Children + The Phone Coop
Britain Yearly Meeting Contributions + Fully Human book flyer

April
St. Francis Leprosy Guild + Quaker Summer School flyer
Dundee Quaker Meeting House appeal + Quaker Peaceworkers
Mines Advisory Group + Friends Quarterly subscriptions
ORBIS

May
Toy Box
Practical Action + Peace Museum Newsletter
Medical Aid for Palestine + Worfolk Quaker Cottage
Bhopal Medical Appeal
Quaker Social Action

June
Womenkind Worldwide
Brumanna Quaker School + Quaker Action on Alcohol newsletter
Friends of Hlekweni
Railway Children

July
Bookaid
Oxford Quaker Meeting appeal
Compassion in World Farming
Freedom from Torture

August
Women for Women
Littlehampton Quaker appeal + Peace Direct membership
Mercy Corps
Peace Museum Building Appeal
Young Friends General Meeting appeal

September
Scholarships for Street Kids (Burma)
Quaker Tapestry + Quaker Action on Drugs newsletter
Quaker Homeless Action Appeal + Embrace catalogue
Quaker Social Action + Glebe House News

October
Britain Yearly Meeting Contributions + Peace Direct membership
Bookaid
Womenkind
Toybox + Ethical Shop catalogue

November
Practical Action + Tibet Relief Fund catalogue
Refugee Council + Friend Legacy
Friends Community Development Trust Uganda
National Youth Orchestra + Peace Museum Newsletter
Bhopal Medical Foundation + Quaker Social Action Newsletter

December
Fairtrade Foundation + Quaker Action on Alcohol newsletter
Railway Children + Quaker United Nationa Summer School
Ramallah Friends School

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