

THE JOURNAL OF THE TAI CHI & QIGONG UNION FOR GREAT BRITAIN

TAI CHI CHUAN & INTERNAL ARTS

Media Information Pack 2023



About TAI CHI CHUAN & INTERNAL ARTS

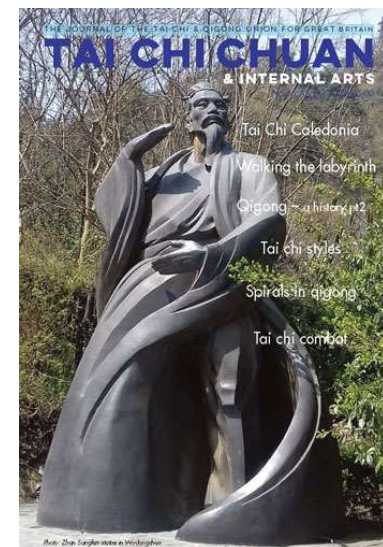
The publication Tai Chi Chuan & Internal Arts has been the voice of the Tai Chi and Qigong Union for Great Britain for over 30 years. From the beginning the object of the journal has been to inform members of developments in the arts and allow them to share ideas and opinions.

In 2021 the magazine was redesigned and put online but at the end of 2022 the magazine returned to print. The print edition goes out to around 1,000 members, three times a year and is popular with the membership. When it was online, magazine attracted a high readership with over 1,000 unique visitors each month since its launch. The flip version received around 1,700 views with visitors opening 3,000+ pages.

The editorial team welcome contributions from members (though we do not guarantee publication) and our regular profile section *Meet the Teacher* gives members the opportunity to tell us about their background in Tai Chi, Qigong and other Internal Arts.

There are also regular articles on health, aspects of Tai Chi, Qigong and other Internal Arts.

The editorial team will be happy to advise on length and format. We also require hi-resolution pictures to accompany articles.



Rates & Data

Cover packages

£585	Back cover with Cover Story
£525	Back Cover with Single Page Cover Story

Prices on application for other Cover Options including Gatefold

Display Advertising Rates

Number of insertions	1	2	3
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All rates are quoted as full colour

DPS	£850	£722	£637
Full Page	£425	£361	£319
Half Page	£300	£255	£225
Quarter Page	£185	£158	£139

Special Positions

Number of insertions	1	2	3
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Back Cover	£550	£467	£440
Inside Front Cover	£480	£408	£384
Inside Back Cover	£480	£408	£384
First Right Page	£450	£382	£360

Back Cover specification

Trimmed:W: 181.5 mm H: 234.5 mm
Full Bleed W: 210 + bleed = 216mm H: 297 + bleed = 303mm

Semi-Display

Number of insertions	1	2	3
Quarter Page	£175	£149	£140
Eighth of page	£95	£81	£76
Sixteenth of Page	£95	£80	£70
Single Column Centimetre	£20	£18	£15
Minimum three centimetres			

Advertising Material

We accept advertisement copy in the following formats:
Print ready PDF files are preferred. We can also accept hi-resolution image files such as JPEGs. Minimum acceptable resolution for print is 300dpi. **Any other format may incur studio charges.**

For further details, please e-mail editor@taichimag.org

Publishing Schedule

Display Ad Copy	8 weeks prior to publication date
Cancellation	6 weeks prior to publication date

Mechanical Data

Page Sizes	
Full Page Bleed	h: 303mm x w: 216mm
Trimmed Size	h: 297mm x w: 210mm
Text Area	h: 265mm x w: 184mm
DPS Bleed	h: 303mm x w: 426mm
Trimmed Size	h: 297mm x

Members of the Tai Chi and Qigong Union for Great Britain get a 30% discount on the Display Advertising Rates.

Contacts

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