



# ADVERTISING PACK

## **INTRODUCTION**

There are a variety of ways in which you can introduce your products and brand to our registrants, supporters and viewers. The vast majority of whom are self-employed and own their own clinics, salons and spas, so have total control over purchasing decisions for their business and are also in a central position to make recommendations to colleagues and their clients. To extend your outreach today please view the various advertising options available suited to a range of budgets.

## **TO FEATURE ON OUR NEWSFEED**

### **Option 1**

To feature on our newsfeed for 03months please supply a **competition price** i.e. a hamper equating to £50.00 minimum.

Requirements:

- Send a high-resolution picture of the prize
- Send one product as a sample for approval
- Provide a multiple-choice question and answer
- Provide 150-word editorial

Other means of featuring on our newsfeed is by sponsoring products for our various charity projects or donating monies to help our charity. For more information please visit our charity work [page](#).

### **Option 2**

Become a discount provider. New discounts offered to registrants are advertised on our newsfeed for 3 months, see below for more details and terms and conditions.

## **TO FEATURE ON OUR EVENTS PAGE**

To feature on our events page for 06 months entrance to the event must be free of charge to the public i.e. a show, exhibition or charity fundraising event. Alternatively, the fee for this is £200.00, which includes being featured on our website events page, magazine event listings and facebook events page. All events must directly relate to complementary health and wellbeing, which would benefit aromatherapists.

Other opportunities are available on a contra-agreement basis, [click here](#) for more information or for promoting CPD courses, the applicant must complete the [CPD Approval Application Form](#) which and are displayed under the CPD course page of our website.

Requirements:

- Facebook event picture requirements 1920 x 1080 pixels
- IFA events page picture requirements 950 x 350 pixels
- Provide 200 – 250 -word editorial for circulation

## **STOCKISTS**

Those who purchase 50 or more copies of the Aromatherapy Times will have their logo featured under the stockist's page of the journal section of the IFA website with a link to their website.

## **CORPORATE MEMBERSHIP**

Becoming a corporate member of the IFA raises your business's profile within the industry and shows you are committed to the future development of Aromatherapy and ethos of the IFA. The fee for corporate membership is £250.00 per annum. The benefits of corporate membership include:

- Use of Quality Mark
- Entry onto Global Business Directory
- Priority trade stand bookings at our UK and International Conferences including 10% off exhibitor fees.
- Introductory editorial to our viewers and featured on our blog for 02months
- Free Quarterly Magazine(s): Aromatherapy Times Magazine and Holistic Therapist Magazine

For more details please visit '[register your company](#)' page.

## **DISCOUNT PROVIDER**

To become a discount provider for IFA members the minimum requirement is 10% off. For simplicity purposes this must be off your full range of products. All discount providers will be listed under 'member discounts' and may appear under other appropriate pages.

Requirements:

- Discount must be exclusive to IFA members only
- Provide a discount code to enter at checkout on website
- Discount must be valid for a minimum of 1 year
- Agree to publicly state/display that you are IFA Member Discount supplier on your website with link to our website
- Send up to 5 product samples across range for approval
- Send a high-resolution logo
- Provide 150-word editorial for circulation in newsletters by the IFA
- Send a press release about the collaboration to your customer base (pre-approved by the IFA)
- Once approved you will be required to complete the [Discount Provider Application Form](#) to confirm this in writing.

Please note we do not offer an affiliation programme scheme.

## **TO FEATURE IN OUR CONFERENCE PACK**

Companies may advertise in our conference packs circulated to all members and attendees which are contained within distributed invitations. The fee is £500.00 for a full-page advert. Artwork requirements: 210mm (width) x 297mm (height) - trim marks & bleed.

## **TO FEATURE IN OUR MAGAZINE:**

### **ADVERT**

The Aromatherapy times is registered with the British Library, translated in 4 languages and is circulated free of charge to all our members. To download the media pack for the Aromatherapy Times [click here](#).

<b>Advert Size</b>	<b>Artwork Requirements</b>	<b>Price for Single Entry</b>	<b>Price for Annual Entry (4 Editions 15% off) Must be Paid in Full in Advance</b>
Quarter Page	91mm (width) x 125mm (height) - no bleed required	£125.00	£425.00
Half Page	191mm (width) x 125mm (height) - no bleed required	£160.00	£544.00
Full Page	210mm (width) x 297mm (height) - trim marks & bleed	£290.00	£986.00
Back Page	210mm (width) x 297mm (height) - trim marks & bleed	£320.00	£1088.00
Double Page	210mm (width) x 297mm (height) - trim marks & bleed x 2	£500.00	£1700.00

### **INSERT**

Every winter edition we like to include a light weight gift for all our members as a thank you for their support throughout the year. In the past we have had inhalers, keyrings, 3ml essential oils and blends. 5,000 products will be required. To discuss options please contact us.

### **ADVERT DESIGN SERVICE**

For any advert to capture its audience it needs to be informative, interesting and creative. However, at the IFA we understand that you may have the vision and wording but need a helping hand to bring it all together. For all our customers our graphic designer can offer an advert design service.

Requirements:

- Provide high resolution pictures for inclusion
- Provide wording
- Provide description of what you would like the advert to look like in word for instance picture 'a' to the left, font, font size, back ground colour etc.

If you are starting from scratch a member of our team will happily give you some suggestions.

Whether you will be having a quarter page, half page or full page advert the price is £75 for this service. Invoices must be paid in advance and will be issued by the graphic designer (rather than the IFA).