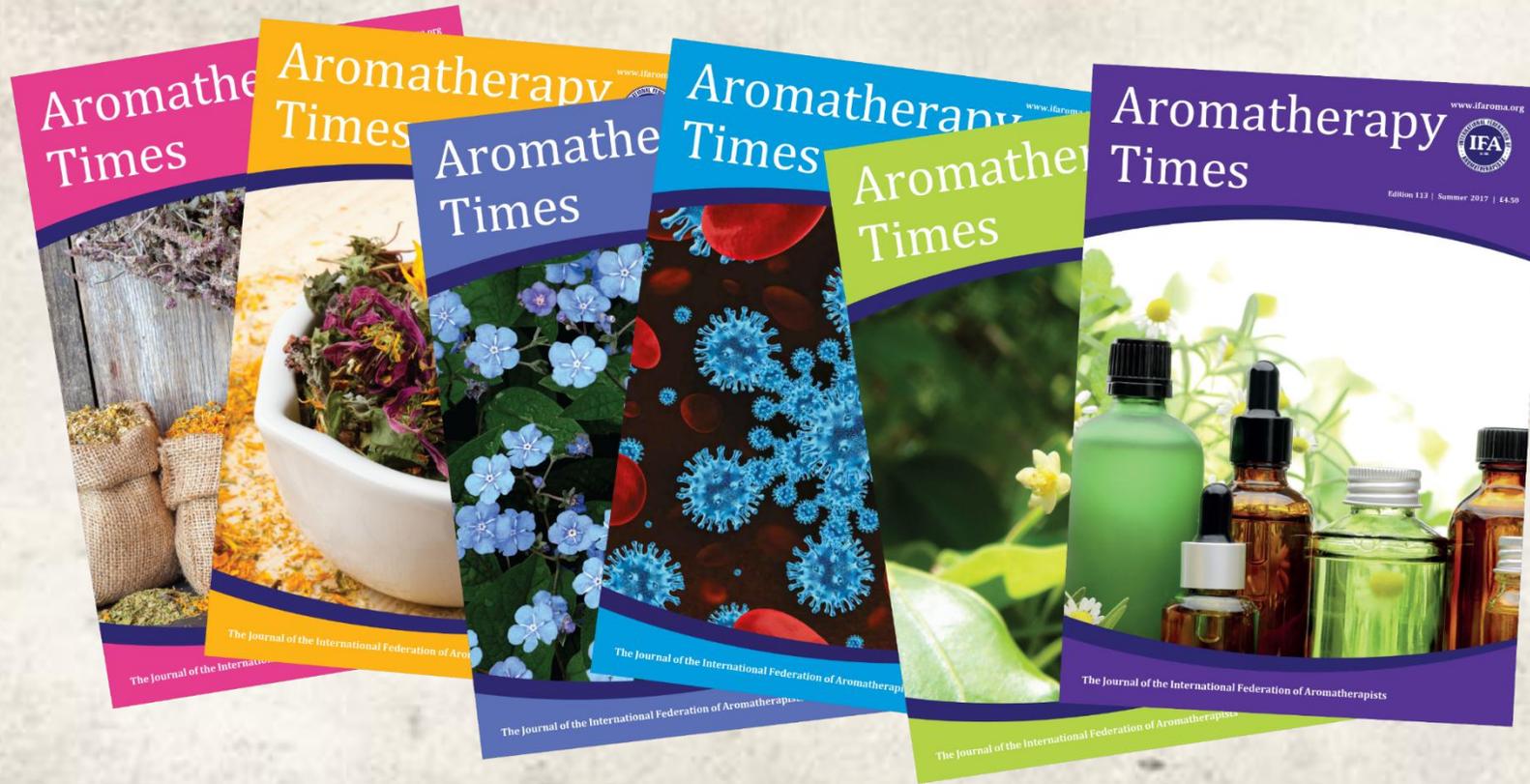


The Aromatherapy Times Magazine



The official journal of the
International Federation of Aromatherapists
In circulation since March 1986
Registered with the British Library



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Become Part of Our Professional Network

The Aromatherapy Times is the leading journal of the Aromatherapy industry with a national and international audience of 5,000 professionals and additional subscribers.

Published since 1986 we are the first journal in the industry that specifically focuses on Aromatherapy. Our wealth of experience has meant the journal has also met the requirements to be registered with the British Library.

The journal provides authoritative information for today's practitioners in all aspects of Aromatherapy and clinical care.



Our Aim

The Aromatherapy Times aims to bring to the attention of the public and press the benefits of Aromatherapy and the important role it plays in holistic healthcare. It is the official journal of the International Federation of Aromatherapists and is used to continually develop and inform our professional membership.

The journal is committed to not only furthering the knowledge and practice of Aromatherapy for the preservation of health but also the promotion of research developments and other aspects of holistic health and wellbeing. It is an informative professional publication covering developments in the world of Aromatherapy both in the public and private sector.



Features

Each issue features informative articles written by industry experts and includes the latest industry news and updates. It has a section dedicated to professional practice and business development tips to increase your presence in an ever competitive industry. We keep our subscribers in touch with their work, their clients, professional trends, and importantly to remind practitioners to regularly reassess their skills and take care of themselves. The Aromatherapy Times currently features articles on:

- Anatomy & Physiology
- Aromatherapy
- Aromatherapeutic Remedies and Product Making
- Botany
- Business and Marketing Advice
- Chemistry
- Endangered and Threatened Botanical Reports
- Essential Oils and Vegetable Oil Profiles
- Industry News & Legislation Updates
- Massage & Other Bodywork Methods
- Professional Practice
- Recipes and Blending Tips
- Research Papers & Development Reports
- Safety Data



Audience

Since 1986 the Aromatherapy Times has kept our members and additional readership at the forefront of developments within the field.

Whether you are a practicing Aromatherapist, a student, postgraduate or are involved in the broader field of complementary therapies, you will find the journal an excellent source of information.

It boasts a balance of articles for the life cycle of an Aromatherapist; from students to graduates starting their own business, to experienced professionals and tutors.

Many of our readers are self-employed and own their own 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.



Circulation

The journal is distributed four times a year and is provided free of charge to all our 5,000 professional members, students, colleges and universities. It is also accessible to practitioners and researchers in the archive of the [British Library](#).

The Aromatherapy Times is kept by many of our members for future reference and displayed in their shops, practices, local GP's, and hospitals ensuring maximum exposure for our contributors and advertisers.

A snippet of each edition is displayed on our social networks and is distributed at international exhibitions the IFA attend in the beauty and natural health industries. For a list of trade events the IFA attend throughout the year please visit www.ifaroma.org.

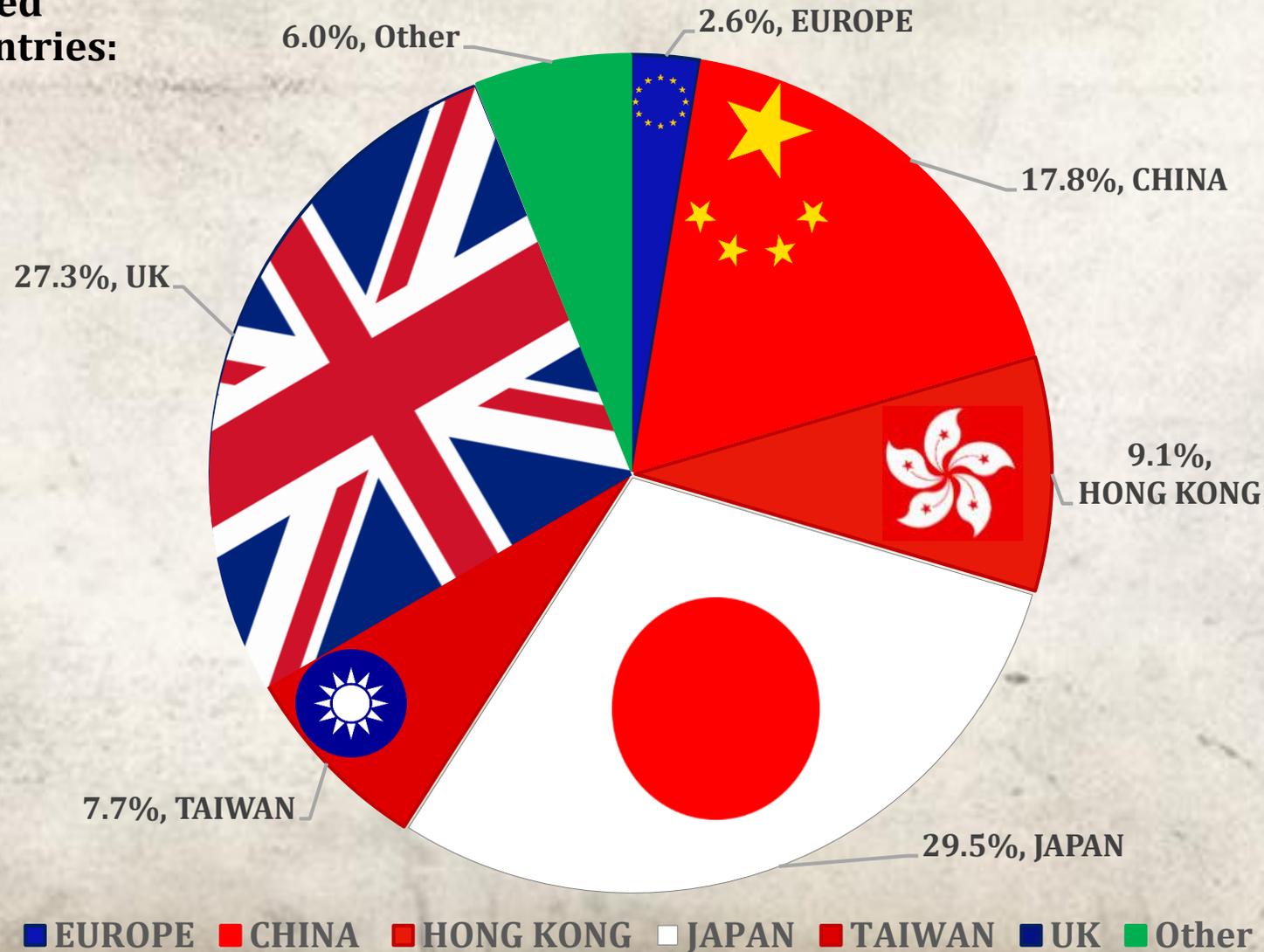
**Circulation:
5,000**

**Web Hits: 6,000
(per month)**

**Pagination: 52
pages**

Distribution

The Aromatherapy Times is distributed globally in 38 countries:



Available Languages

Over the years, the journal has consistently grown in size and content and is currently available in four languages:



English



Chinese Simplified



Chinese Traditional



Japanese

The journal can also be provided in a format that accommodates the blind.

Available Formats

To disseminate our educational material and professional journal as widely as possible the magazine is available in the following formats:

- Hard copy
- Online
- PDF
- Via App
- Compatible format with Braille to accommodate the blind



Editorial Contributions

The Aromatherapy Times provides an excellent opportunity for you to show case your talents and expertise both in your community and around the world. The editor, Lauren Allen, welcomes contributions from authors in the field. Contributions can come in various forms including articles, research papers, case studies, reassessments of techniques, book reviews and reports or snippets of updates affecting the industry.

Specifications in brief:

- Articles must be relevant to our readership
- All articles for submission must be received in Microsoft word
- Claims made in articles must be evidenced by research
- Articles must be educational NOT commercially orientated
- Articles should not exceed 4,000 words including references and foot notes
- Images with a resolution of 300dpi

For detailed guidelines please visit the IFA website www.ifaroma.org



Advertising

Do you want to raise your profile in the Aromatherapy industry and what you can offer to complementary health practitioners? If the answer is yes, then advertising in our publication is an effective way to achieve your goal and promote your products and services to your niche market.

Over the years, the IFA has built firm relationships with not only therapists but also suppliers with many of members remaining loyal to companies who advertise in our magazine.

We have very competitive rates for full colour advertisements:

| Advert Size | Artwork Requirements | Single Entry | Annual Entry (15% off) |
|--------------|---|--------------|------------------------|
| 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 |



To reserve your position today please complete the advertising booking form found on our website www.ifaroma.org. Please note spaces are allocated on a first come first serve basis.

Advertising Specifications

Only adverts suitable for our readership will be permitted entry into the Aromatherapy Times journal. Your website, social media, articles, press releases and publications cannot contain any information regarding the internal intake of essential oils or promote the unsafe or contraindicated use of essential oils.

Technical Requirements:

PDF FILES: Print-ready version 1.4 (Please note the industry standard for pdf is 1.4. Files supplied as 1.5 (or higher) may not be compatible with our workflow and will require vigilant checking on proof return as they fall outside of the PPA guidelines). Please supply DPS and Full page ads with bleed marks.

FONTS: Must be Postscript Type 1 and embedded within the file adobe acrobat or InDesign document with fonts and high-resolution images (min 300dpi) supplied.

RESOLUTION: All files must contain images at 300 dpi. Files must be supplied in a CMYK format and have all fonts and images embedded. All files should be Mac compatible.

COLOUR: All files should be supplied CMYK only, any files supplied RGB or with pantone colours will be converted by the publisher. We will not take responsibility for any colour variance this may cause.

Corporate Membership

Register your company with the IFA and increase your profile within the industry via our website. Business's that offer Aromatherapy products and services who are committed to the promotion and development of Aromatherapy and proactively endorse the IFA's ethos are welcomed to register. Benefits of corporate membership include:

- Use of IFA Corporate Member Logo Quality Mark
- Entry onto Global Business Directory
- Priority trade stand bookings at our UK and International Conferences plus 10% off exhibitor fees.
- Access to research library
- Featured in newsletters (one per year)
- Quarterly Aromatherapy Times Journal
- National Annual Aromatherapy Awareness Week Campaign
- Advertising and product promotion guidelines
- Resources all for only £250.00 per annum.



Publication Dates

Spring Edition

Submission deadline: 01st February

Released: Mid-March

Summer Edition

Submission deadline: 01st May

Released: Mid-June

Autumn Edition

Submission deadline: 01st August

Released: Mid- September

Winter Edition

Submission deadline: 01st November

Released: Mid- December



The International Federation of Aromatherapists

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