



THE NATURAL THERAPIST

The official journal of the
Australian Natural Therapists Association (ANTA)

MEDIA PROFILE



IT'S YOUR CHOICE,

NATURALLY



ABOUT THE NATURAL THERAPIST JOURNAL

'The Natural Therapist' is a high quality journal that gives you the opportunity to showcase your unique products and services to thousands of potential clients every four months. Each issue incorporates a range of leading natural therapies articles coupled with regular contributors from a variety of modalities: Acupuncture, Herbal Medicine, Nutrition, Naturopathy, Oriental Remedial Therapy and more.

We aim to present informative reading, written by people within the profession for people who like to make informed decisions. Our magazine offers respectful forums for the education and empowerment of all people.

It's your choice, naturally.

DISTRIBUTION

Over 5000 copies of 'The Natural Therapist' journal are distributed nationally to natural therapy practitioners every 4 months. With a rapidly increasing membership our journal is constantly growing in popularity offering advertisers a fantastic opportunity to add to their customer base.

PRICES - FULL COLOUR DISPLAY AD

FULL COLOUR DISPLAY AD	Ad Sizes	3 issues or more	2 issues	Casual rate
Inside Front Cover*	297mm x 210mm	\$715		
Inside Back Cover*	297mm x 210mm	\$715		
Back Page*	297mm x 210mm	\$715		
Centre Full Page ad (best possible position)	297mm x 210mm	\$660	\$770	\$880
1/2 Page ad	130mm x 187mm	\$365	\$420	\$465
1/3 Page ad (various)	100mm x 110mm	\$265	\$290	\$330
1/4 Page ad	85mm x 125mm	\$200	\$220	\$260

* Subject to availability
Rates include GST. Prices listed are per edition.

PRICES - MONO DISPLAY AD

MONO DISPLAY AD	Ad Sizes	3 issues or more	2 issues	Casual rate
1/2 Page ad	130mm x 187mm	\$320	\$365	\$390
1/3 Page ad (various)	100mm x 110mm	\$220	\$240	\$260
1/4 Page ad	85mm x 125mm	\$170	\$190	\$210

Rates include GST. Prices listed are per edition.



ADVERTISEMENT SIZING

Full Page (Trim)	297mm H x 210mm W
Full Page (Bleed)	307mm H x 220mm W
Full Page (Type)	268mm H x 185mm W
Half Page (Horizontal - Trim)	187mm W x 130mm H
Half Page (Bleed)	193mm W x 136mm H
1/3 Page ad	100mm x 110mm
1/4 Page ad	85mm x 125mm

SPECIFICATIONS

SUPPLIED ADVERTISEMENTS

Artwork to be supplied via email.

ANTA is Windows based running Adobe CS3.

ANTA can recommend designers to produce advertisements, fees apply. Any artwork enquiries and requests for quotes can be emailed to: info@anta.com.au.

ANTA accepts no responsibility for incorrect reproduction of artwork supplied.

FILE FORMATS AND IMAGES

Any picture elements must be TIFF, JPEG, PDF, AI or EPS files.

All images to be CMYK no less than 300dpi.

Please ensure no files supplied contain RGB or Spot Colour objects.

ARTWORK CHARGES AVAILABLE ON REQUEST

DEADLINES

Booking deadline

March edition - First week in February, July Edition - First week in June, November Edition - First week in October.

Artwork deadlines

March edition - End of Second week in February, July edition - End of second week in June, November Edition - End of second week in October.

MAIL INSERTS

Flyers and brochures can be inserted into The Natural Therapist.

P.O.A. For an obligation free quote contact ANTA on 1800 817 577 for more information or email info@anta.com.au.

The first step is to submit to ANTA, for approval, a sample of the finalised material to be inserted into the publication. Once approval is granted, the material must be forwarded to ANTA's National Administration Office at least two weeks prior to the publication being mailed. Payment must be finalised prior to forwarding materials to ANTA.

It is preferable that inserts are smaller than A4 size (e.g. A5, A4 folded in half or DL size flyers/brochure).

MEMBERS MAIL OUT

ANTA offers a mail-out service to our Members from external sources at a charge of \$3.30/member (this price includes the postage, labour and GST). The first step is to submit to ANTA, for approval, a sample of the material to be mailed out.

Once approval is granted, the material is to be forwarded to ANTA's National Administration Office in a sealed DL (Business Size) envelope marked with "Postage Paid Australia" in the top right hand corner.

Payment must be finalised prior to forwarding materials to ANTA.



REGULAR CONTRIBUTORS

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Dip TCM, Dip Ac (Hong Kong), Master TCM, Cert Clinical Practice (China), Author " Practitioners Clinical Guide - ESSENTIAL FORMULAS" & "Supplementary Clinical Guide - EMPIRICAL FORMULAS"

Amie Steel

Amie is a naturopathic practitioner who specialises in nutritional medicine. She is program leader (Nutritional Medicine/ Western Herbal Medicine) at Endeavour College of Natural Health and believes passionately in the practice of integrative medicine. Amie has worked extensively with individuals with mental illness and gastrointestinal disorders, as well as supporting a range of other conditions including autoimmune disease, endocrine conditions and reproductive ailments.

Rob Santich

Rob Santich is a practising Naturopath specialising in herbal medicines and pediatrics. He is the co-author of the recently published authoritative text "Healthy Children, Optimising Children's Health with Herbs". Aside from clinical practice, Rob is also a highly regarded herbal educator, lecturing in the USA and at the University of New England, Armidale, NSW. Rob is also a technical consultant for MediHerb.

The Natural Therapist is bought to you by the
Australian Natural Therapist Association.

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