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MEDIA PACK

Amia Online is a free monthly publication, packed with inspirational articles, advice and information, which is read and re-read by women around the world. It is an excellent advertising platform for independent brands and businesses looking for female customers who value quality products and services.

Why Advertise In AMIA Online?

Key Features

- AMIA Online is a quality monthly online publication
- It is free and fully searchable online
- Full featured, un-biased, editorial led content
- Aimed at female readers 18-80 years+
- Diverse and informed readership (see below)
- Expert editorial contributors
- Actively promoted through social media, blogs, RSS feeds

ABOUT AMIA ONLINE

AMIA Online is a quality monthly online magazine - full of inspirational, well-researched and expertly written articles from around the world. Voted Business of the Month by Ingenious Britain in May 2013, the magazine has found its place among female readers of all ages; women who are looking for natural, stylish and diverse content that teaches, informs and inspires all aspects of their life.

We avoid sensationalism, gossip, ephemeral trends, and salacious editorial and we leave topics such as childcare, weddings and cosmetic surgery to specialist publications. This editorial approach is unique and has earned Amia Online a bespoke readership of women looking for something different.



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In a quest to appeal to the broadest range of lifestyles and interests, AMIA Online helps introduce readers to new brands that are ethical yet accessible; ideas that challenge or offer sound advice; interviews with inspirational women; news about interesting but accessible fashion for women of any age and insights on topics that test thinking or provoke discussion.

Making Amia Online an excellent advertising platform for brands and businesses that share the same positive outlook on female consumers and need a targeted, cost effective way of reaching new customers.

Our readers are looking for products, services and quality information from independent businesses, brands and blogs.

AMIA Online is published monthly and freely available online and promoted through social media, female networking groups, blogs, RSS feed and reader referral as well as social sharing. Readership averages 20,000 hits per month.

Regular features in each issue cover health and well-being, style and lifestyles, careers plus extras on travel, music, recipes, books and motivating stories from women around the world.

Feature sections

You and Your Health
You and Your Life
You and Your Career
You-nique

Regular articles

What Your Mum Could Tell You
Book Club
Around the World
Then and Now
Spotlight
Favourite Things
Recipe Corner
Anyone For Coffee
Our Kind Of Music



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ADVERTISING

The advertising opportunity is to reach a target audience of discerning female readers who want quality at a realistic price. In addition to the advertising space, we offer social media promotion for your business for the duration of your advertising campaign.

- Reach your target audience
- Affordable advertising
- Valuable web space
- Association with quality brand
- Reader sharing and referral

Advertisers have the choice of two banner advert spaces, on the right hand column and at base of the page (see home page screen image page 4). Both spaces are consistent across every page of the magazine. Visuals will alternate at the readable rate of every 20 seconds.

Advertising Rates

Position	30 day booking	90 day booking	Dimensions
Right column banner*	£80	£55 per month	300px wide x 250px
Base banner*	£55	£35 per month	728px wide x 90 px
Both Banners	£115	£75 per month	See above
Social Media – Added Value	#FF each week At least 3 Tweets with link per month At least 2 Facebook post/shares per month Pinterest pin	#FF each week At least 5 tweets with link per month At least 3 Facebook posts/ shares per month Linked mention in our blog	

*Right hand banner – maximum number of advertisers 8

*Base banner - maximum number of advertisers 8

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UPDATES
& **SPECIAL**
OFFERS

amia
is positively
different!

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Welcome to our July Edition!

amia is an exciting online monthly magazine for positive, forward-thinking women. It is full of inspirational articles on issues which matter. Enjoy the featured articles and information. With exciting new features and a new high-quality edition FREE every month, you won't want to miss it!

This month we feature everything from healthy and refreshing summer meals to beautiful Cornish flower designs and from practical coaching tips to an inspirational painting quest. Plus a visit to Milan, picnics, music and lots, lots more! Check out our full menu of articles to help you make the most of your life.....

Jan Shankar (Editor)



You and your life
Life is a Beach
The Flower Mill
Thank-you for the Music

- You and your health**
- You and your life**
- You and your career**
- You-nique**

CLICK here for more information...

Base banner

SEARCH



Right column banner

You and Your Health
You and Your Life
You and your Career
You-nique

Our Blog
Anyone for Coffee?
What Your Mum Could Tell You
Mandy's Book Club
Recipe Corner
Our Kind of Music
Around the World
Then and Now
Message in a Bottle
Spotlight



You and Your Health
The Marigold Path
Best Foot Forward
Green is the Colour

You and Your Life
Life is a Beach
The Flower Mill
Thank-you for the Music

You and your Career
Coaching Casebook
Work It!
Getting Started! (Part 1)

You-nique
Style Rethink
Just Blooming
Painting Days

Anyone for Coffee?

What Your Mum Could Tell You
Mandy's Book Club
Recipe Corner

Our Kind of Music
Around the World
Then and Now

Message in a Bottle
Spotlight

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Design by Minty Design



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SPECIFICATION SHEET AND DEADLINES

Technical Specification

File format

Static ads - Artwork should be supplied as PDF, EPS, TIFF, PNG or JPEG format. We cannot accept Word, Excel, PowerPoint or MS Publisher files or images downloaded from the internet (low resolution).

Animated ads - Artwork should be supplied in GIF format. File size 100 KB or smaller. Animation length and speed:

- Animation length must be 20 seconds or shorter
- Animations can be looped, but the animations must stop after 20 seconds
- Animated GIF ads must be 5 fps or slower

Resolution – Artwork for website adverts should be 72dpi.

Fonts – All fonts should be embedded

We cannot accept responsibility for publication errors where artwork is supplied incorrectly.

AMIA Online issue	Artwork Deadline	Publication Date
January	8 th December	22 nd December
February	9 th January	23 rd January
March	10 th February	24 th February
April	10 th March	24 th March
May	10 th April	24 th April
June	7 th May	21 st May
July	11 th June	25 th June
August	9 th July	23 rd July
September	6 th August	20 th August
October	11 th September	25 th September
November	13 th October	27 th October
December	12 th November	26 th November



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*Send all artwork to:
advertising@amiaonline.co.uk*



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TERMS AND CONDITIONS

All contents are subject to AMIA Online approval. The advertising order is accepted subject to Terms and Conditions of sale. We do not accept responsibility for late submission of creative artwork.

Artwork – This must be supplied according to the technical specification in the media pack. AMIA Online cannot accept any responsibility for publication errors where artwork supplied was not correct. The publisher shall not be liable for the loss or damage of material supplied for the purposes of advertising. Artwork will be stored at the Advertiser's risk for 2 months and then destroyed unless otherwise instructed by the advertiser.

Right to Change or Omit – The publisher reserves the right to reject or cancel any advertisement and within reason to omit, change or suspend the insertion of and advertisement accepted for insertion. The publisher has the right to reject any URL link deemed unsuitable within any advertisement

Payment – Payment is required prior to insertion and is due on receipt of invoice. Where the advertiser fails to pay in full after 30 days, the Publisher reserves the right to charge monthly interest on the unpaid amount at 5% above the base lending rate.

Cancellations - Cancellations are required a minimum of 10 days before the advertising deadline, after which current rate card rates will apply.

Advertising Code of Practice - The advertiser warrants to the publisher that all advertisements comply with the British Code of Advertising Practice.

Publishers right to vary – The publisher reserves the right to vary advertising prices without notice.