

## Why Advertise?

*Unity Magazine* is highly valued by its readers, with a level of support and engagement that few spiritually oriented periodicals achieve:

- 77%—Read *Unity Magazine* for an hour or more. They take the time to read and enjoy every page—and your ads.
- 83%—Have read all of the past four issues. Your ads get noticed, time and time again.
- 91%—Of readers save or share their issues. You have multiple opportunities to reach your audience.
- 97%—Rate *Unity Magazine* as good or excellent. The editorial content “hits the spot” as a trusted source.
- 62%—Have recommended a product they’ve seen advertised, visited an advertiser’s website, ordered a catalog or requested product information. The readers are motivated to respond and act.
- 33%—Have subscribed for 15 years or more. *Unity Magazine* is prominent in readers’ lives.
- 40%—Are new to *Unity Magazine* (less than 5 years). The editorial content is fresh and timely.
- 65%—Of readers rely on *Unity Magazine* as their primary source of spiritually related information. Your products will appeal to a focused and attentive readership.

Why advertise in *Unity Magazine*? Your ads will be seen multiple times—with a high rate of response—by a loyal and involved readership. Unlike the latest “here now and gone” electronic magazines and newsletters, 80 percent of *Unity Magazine*’s readers prefer to read print, appreciating physical copies that can be passed along to friends and family.

*Unity Magazine* is your best avenue to reach involved and engaged readers with products that have value and meaning.

**Your ads will achieve results!**



*Unity Magazine* provides insights into spiritual principles, with content designed to stimulate thinking and refresh interest in spirituality.

Published bimonthly in January, March, May, July, September and November, *Unity Magazine* explores the human connection to a higher power. It is a resource for anyone searching for a deeper understanding of life.

Our content appeals to cultural creatives, leading-edge thinkers who have a zest for living and optimism for our world. Featured articles cover topics ranging from prayer and meditation to travel and feng shui.

*Unity Magazine* uncovers the link between spirituality and contemporary physical, psychological, social and cultural issues. Each issue is read by people from all denominations and faiths, from across the United States.

*Unity Magazine* is published by Unity ([www.unity.org](http://www.unity.org)), a transdenominational organization that is dedicated to helping people of all faiths apply positive spiritual principles in their daily lives.

Circulation:

16,000

Annual subscription price:

\$21.95

Cover price:

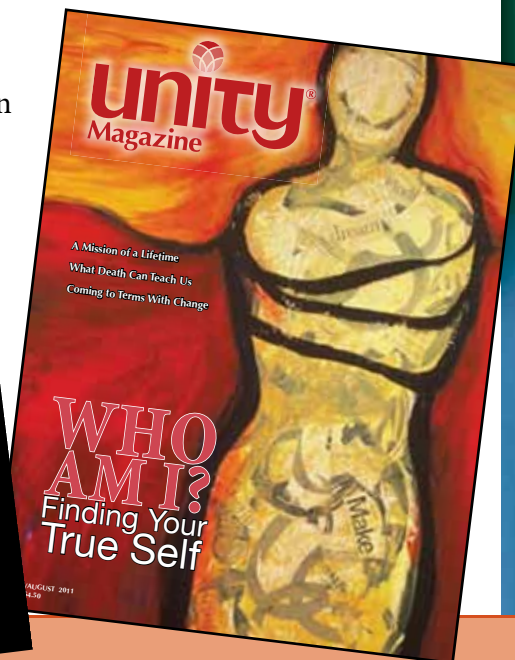
\$4.50

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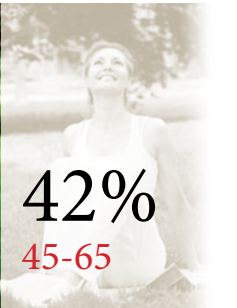
# Our Readers



83%  
female



over 55%  
65 or older



42%  
45-65



40% household  
income over \$55,000



50%  
have subscribed  
for 11+ years

“Seems like *Unity Magazine* gets better with every issue. I learn so much. The March/April issue was especially meaningful to me.”

—Elizabeth,  
Montana

“I want to compliment you and your staff for presenting the best edition of *Unity Magazine*. ... Your focus on Unity’s approach to spirituality in this issue is answered prayer. Please continue with the excellence in presentation and content you have initiated.”

—Don,  
Tennessee

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### **Feng Shui**

Many of us are making changes to help the flow of “good.” How feng shui can enhance your life.

### **Getting Centered for the Holidays**

Do you get stressed during the holidays? The period between Thanksgiving and New Year’s is peak season for ministers, who must balance the pressure of increased activities at work and maintaining a personal life. We talk with Unity ministers about how they do it.

### **The Nativity Story**

The biblical account of Jesus’ birth has been overlain with mythological details. What value, then, is this story? What are the historical truths?

### **Remembering 9/11**

As we come to terms with what we lost on that September morning 10 years ago, we realize we have gained a new perspective on our world.

### **The Enneagram: An Ancient System for Modern Times**

The self-knowledge from discovering your ennea-type can help you further your spiritual development, but it’s also important to recognize that you don’t have to be pigeonholed by your type.

### **A Spiritual Response to Bullying?**

When “turn the other cheek” doesn’t work, then what? And why does intolerance often have religious undertones?

### **Get in the Zone**

Sports have the power to induce awakening experiences. Athletes and sports enthusiasts offer examples of achieving zen-like focus.

### **Road to Recovery**

Recovered addicts offer testimonials about how they applied spiritual principles to break free from addiction and destructive behaviors.

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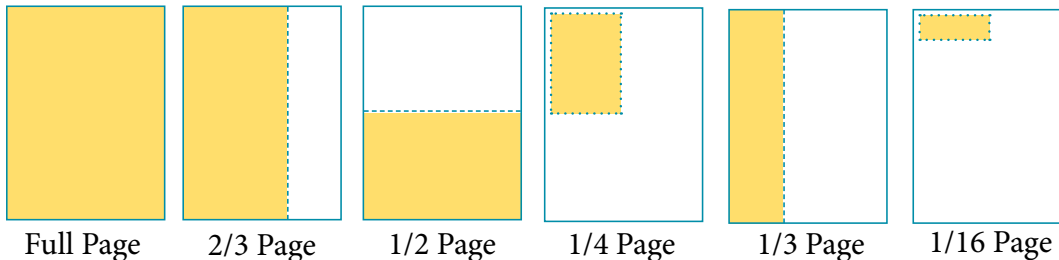
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Ad Size	Width	Height
<b>Full Page Bleed*</b>	8.375"	10.875"
<b>Full Page Nonbleed</b>	8"	10.5"
<b>2/3 Page*</b>	5.396"	10.875"
<b>1/2 Page Horizontal*</b>	8.375"	5.375"
<b>1/4 Page</b>	3.3295"	4.4063"
<b>1/3 Page*</b>	3.054"	10.875"
<b>1/16 Page</b>	1.0625"	1.375"
<b>Back Cover*</b>	8.375"	7.74"
<b>Inside Front*</b>	8.375"	10.875"
<b>Inside Back*</b>	8.375"	10.875"

\* Denotes plus 1/4" bleed beyond the page trim on all sides.

## Ad Sizes and Dimensions



## Artwork Requirements

Ads must be submitted as PDF files. Please follow these guidelines:

- Ads must be in PDF format, submitted on a CD or via email.
- Photos/artwork must be 300 dpi.
- Files must be CMYK or grayscale (no RGB photos or PMS colors used in the ad).
- If your ad has black text, the text will use only black ink, not a mix of CMYK inks.
- Full page ads must have crop marks and 1/4" bleed on all sides.

Advertisements will be considered that are appropriate for the *Unity Magazine* audience. The publisher reserves the right to reject any advertising for products or services that are not compatible with Unity philosophy.

# Advertising Rates

## 4-Color

	1x	2x	3x	4x	5x	6x
<b>Full Page</b>	1,600	1,440	1,296	1,168	1,050	945
<b>2/3 Page</b>	1,066	960	864	778	700	630
<b>1/2 Page</b>	838	756	680	613	551	495
<b>1/3 Page</b>	534	480	432	389	350	315
<b>1/4 Page</b>	441	397	357	322	290	261
<b>1/16 Page</b>	122	110	99	89	80	72

## Covers

	1x	2x	3x	4x	5x	6x
<b>Back Cover</b>	2,100	2,000	1,900	1,800	1,700	1,600
<b>Inside Front</b>	2,000	1,900	1,800	1,700	1,600	1,500
<b>Inside Back</b>	1,900	1,800	1,700	1,600	1,500	1,400

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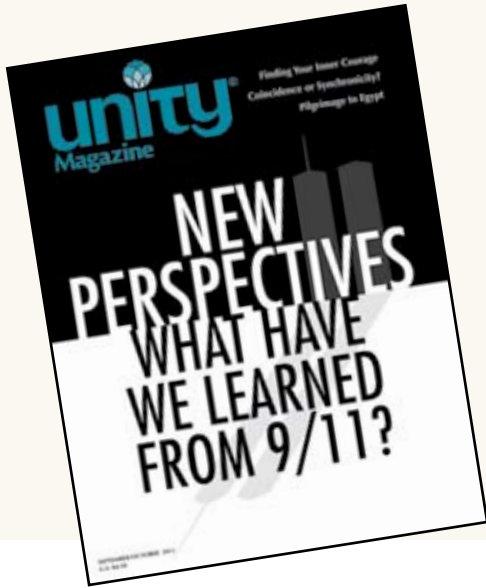
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## 2012 Due Dates

**January/February**  
Ad deadline: November 1

**March/April**  
Ad deadline: January 1

**May/June**  
Ad deadline: March 1

**July/August**  
Ad deadline: May 1

**September/October**  
Ad deadline: July 1

**November/December**  
Ad deadline: September 1

Readers tell us they spend about two hours, 48 minutes looking through each issue.

We are rated as good or excellent by 97 percent of our readers.

More than half of our readers are interested in products and services to support their spiritual growth, from holistic/herbal medicine to meditation products to retreats and workshops.

More than 90 percent have purchased spiritual books/products in the past.

