



DreamWeaver Magazine

Creating Conscious Choices since 2003

2010 Advertising/Media Kit

Established in 2003, DreamWeaver is one of the oldest single-owner print media sources in Ohio. DreamWeaver has always been on the cutting edge in presenting body-mind-spirit awareness information and with raising personal awareness.

In 2010, DreamWeaver will be changing from Bi-Monthly Issues (every 2 months) to Quarterly Issues (every 3 months/4 times a year).

WHAT DOES THIS CHANGE MEAN FOR YOU???

Advertising that extend your visibility period while keeping costs reasonable.

DreamWeaver Magazine offer the most affordable body-mind-spirit publication advertising rates in Ohio...

DreamWeaver Focus for 2010:

From the very first issue in 2003, DreamWeaver has looked at innovative, inspiring and practical ways to "create conscious choices". In 2010, this focus doesn't change, but is seeking to expand ways for readers to find practical, first-hand shared experiences, and valuable resources for them to "create conscious choices" in their life.

2010 Quarterly Issues:

Jan/Feb/Mar (Vol 8, Iss 1)
Apr/Ma/Jun (Vol 8, Iss 2)
Jul/Aug/Sep (Vol 8, Iss 3)
Oct/Nov/Dec (Vol 8, Iss 4)

Topic/Theme:

Living At-One
Embracing Harmony
Manifesting Change
Creating Peace

Submissions articles and advertising

December 1, 2009
March 1, 2010
June 1, 2010
September 1, 2010

Trends

The past few years have brought many new television programs that highlight and feature alternative topics which fall into the body-mind-spirit realms. Clearly there is a very large interest within the audience or the networks would not spend their time, money and resources to attract them!

Some of these programs include:

Fringe (FOX)

Mentalist (CBS)

Ghost Whisper and Medium (CBS)

Psychic Investigators (Biography channel)

Ghost Hunters (SyFy channel)

Destination Truth (SyFy channel)

Spiritual locations, ancient civilizations, myth/lore are covered on numerous channels

Fitness, health, yoga, cooking/eating programs span the channels

This trend has grown dramatically over the past 5+ years, and shows no signs of dwindling anytime soon!

DreamWeaver Readers

We hear all the time that readers value their past issues as well as their current issue. They tell us that they have DreamWeaver libraries of past issues that they constantly refer back to. What does this mean for you? Your advertising becomes timeless!

Advertising FAQs and Myths

Here are some of the most common Advertising Comments/Questions and Advertising Myths.

Word of Mouth is the best type of advertising.

Yes, Word of Mouth is an incredible form of advertising, but it is often the slowest to see results. Generally people will "complain" rather than say something positive about a company, service, product, etc. Word of Mouth advertising also doesn't help keep you/your business in the forefront of your customers memory either.

Advertising never shows any results.

Advertising does show results - the problem is that customers/clients generally don't remember where they saw an ad, heard/saw a commercial or picked up a flyer/brochure. It's always important to find out how a customer discovered you - but you will have to take the answers with a grain of salt as well. A prime example is Tammi, the Publisher of DreamWeaver. Tammi doesn't advertise in any publication except DreamWeaver - but she does advertise in event programs for various festivals, fairs, etc.. Tammi often hears clients say that they saw her ad in another publication... which simply isn't possible.

Here are some things to keep in mind with Advertising:

Branding - Keep your name in front of customers. For example, you want customers to think "I have to go to (your business name here) for a book." Or another example could be: "I need to call (your name here) for a psychic reading." You want to become the first part of the thought process - not the last part.

Repetition - Ads in general don't get read until they are seen 3-5 times. The public is bombarded with bits of information every day and your ad has to STAND OUT to get attention. Reputation helps make sure your ad will not only be seen - but read!

DREAMWEAVER - PO BOX 28804 - COLUMBUS, OH 43228

www.dw-magazine.net - editor@dw-magazine.net - Editor/Tammi Rager - 614.271.4756

Timeliness - Ads help for future reference too. Flu/Cold products advertise all year round - why? Most people don't have these until colder months. Keeping the product visible helps to ensure it will be remembered and then become the first product thought of when symptoms arise.

Energy - Advertising is an energetic investment in your success. When you take the time to advertise - you are creating an energetic bond of time, money and energy. This is a simple way to manifest success, prosperity and financial security. (Helpful Hint: For Print Advertising, take a copy of your ad and energetically send it your thoughts, personal energy, prayers and use attraction affirmations to pull clients/customers to you!)

Advertising is the first budget item to be cut.

When you understand what advertising is and how it works - you will understand the importance of advertising. Advertising should never be "optional" for success. Advertising and Marketing are different though and it's important to understand the differences between them.

I've had calls from my ad, but I don't get new clients (or repeat clients) from it.

Advertising can get you calls or contacts, but it cannot assure you will get new clients or get repeat clients. This falls under closing deals and customer relations - not advertising. If you are getting contacts from your ad then its successful and doing its job!

Regarding the various holistic/metaphysical publications in Ohio - why is DreamWeaver different?

Experience, understanding what advertising is, creating marketing options, networking possibilities and more! DreamWeaver is one of the oldest publications in Ohio and the oldest in Columbus - why, because we keep growing, changing and learning.

DreamWeaver did expand into surrounding states and this was a valuable asset to advertisers too! Knowing your target market is what we do best - we stay on top of trends, interview the experts and have articles from valued writers around the world!

Advertising Terms/Conditions

- 1 Printed four times per year – Jan/Feb/Mar, Apr/May/Jun, Jul/Aug/Sep and Oct/Nov/Dec.
- 2 Issue advertising is good for 3 month time frames
- 3 Prices shown are PER ISSUE and for Black/White (grayscale printing)
- 4 Multiple Issue discounts are available
- 5 Adds must be paid in advance/before due dates
- 6 Ads are subject to approval and may be refused without explanation
- 7 Returned checks will incur an additional \$30 fee
- 8 Ads not paid as contracted can result in legal action being required. Advertiser/not DreamWeaver will be responsible for any/all incurred fees that could arise in the resolution of this situation.

2010 Payments and Invoicing

- 1 Invoices will be sent via email
- 2 Credit cards can be accepted – please call Tammi at 614.271.4756 to provide information (do not send cc info via email)
- 3 Checks should be mailed to: DreamWeaver, PO Box 28804, Columbus, OH 43228
- 4 Advertisers that cancel/fail to pay for contracted ads will be billed for any advertising ran at the current single issue rates. Failure to pay for this will result in legal action

Ad Submissions

- 1 Ads should be sent as the following type file:
 - a. PDF – if for color printing, designate as CMYK
 - b. JPEG file – made to size with no border around it. DPI should be 300 minimum and if in color, designated as CYMK.
 - c. Microsoft Word file that will be converted to PDF prior to printing. Please note that this can result in a change in fonts.
- 2 If DreamWeaver is creating the ad, information with a basic layout should be provided to Editor so a sample ad can be generated.
 - a. Samples will be returned to Advertiser as PDF.
 - b. Once approved by advertiser, DreamWeaver is not responsible for inaccuracies, typos or mistakes.

2010 Advertising Submission Dates

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Email Blast/Advertising

DreamWeaver has an email address base of over 3,000 addresses. In the past we had sent emails out to our list when requested. For 2010, we will be charging a fee for this service. If you are interested in us sending out your email to our list, please contact us for more information and details.

2010 Advertising Rates and Ad Sizes

DreamWeaver is an over-sized publication, called tabloid size.

This is like the size of newspaper inserts (10 X 14) and this makes our ads even more advantageous!

Sample Ads sizes for Petite, Extra Small, Small and Medium are provided on the last page.

Ad Name	Size (Width X Height)	1X Issue 12 mo advert	2X Issues 12 mo advert	4X Issues 12 mo advert	Full Color	Ad Design
Petite	3.5 X 1.0	60	45	35	\$10	\$25
Extra Small	3.5 X 2.0	95	80	70	\$15	\$25
Small	3.5 X 4.5	155	140	130	\$20	\$50
Medium	3.5 X 6.0	205	190	175	\$25	\$50
Large	3.5 X 9.0	300	275	260	\$35	\$50
Third Page	10.0 X 4.0	365	340	325	\$40	\$50
Half Page – LOWER PRICE	5.0 X 13.0 or 10.0 X 6.5	395	370	350	\$60	\$90
Full Page – LOWER PRICE	10.0 X 13.0	675	625	600	Incl	\$150
Back Cover – LOWER PRICE	10.0 X 13.0	N/A	700	675	Incl	\$150

Rates shown are PER issue!

Sample Ad Sizes

Samples of our smaller sizes are shown on this and following pages!

Extra Small Size 3.5 W X 2.0 H

Single Issue - \$63
Two Issues - \$60
Four Issues - \$57

Business Card size!!!

Petite Size 3.5 W X 1.0 H

Single Issue - \$33 Two Issues - \$31 Four Issues - \$29

Medium Size 3.5 W X 6.0 H

Single Issue - \$173
Two Issues - \$165
Four Issues - \$156

Small Size 3.5 W X 4.5.0 H

Single Issue - \$136
Two Issues - \$129
Four Issues - \$122

Questions should be
addressed to Tammi Rager,
editor@dw-magazine.net
or by phone:
614.271.4756