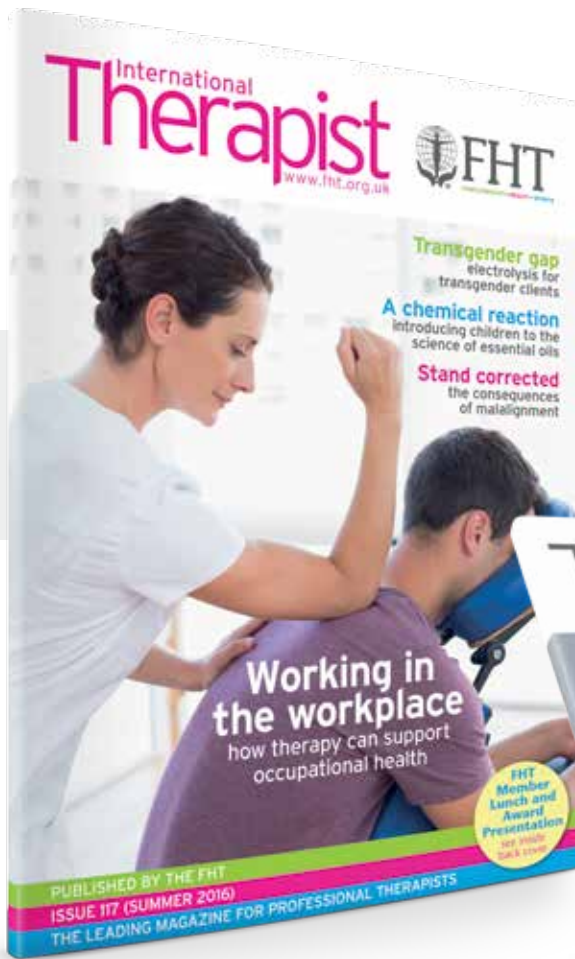


INTERNATIONAL Therapist



MEDIA *information 2018*

Tel: +44 (0)20 7880 6230

Email: fht@redactive.co.uk



Who are the FHT?

Established in 1962, the Federation of Holistic Therapists is the largest professional association of complementary, holistic beauty and sports therapists in the UK and Ireland.

With thousands of members offering a broad range of specialisms - from sports and remedial therapies, to complementary healthcare and holistic beauty treatments - the FHT is the association of choice for professional therapists.

About International Therapist magazine

International Therapist (IT) is the FHT's membership magazine.

- Published on a quarterly basis reaching over 15,000 members with a minimum of 68 pages,
- IT offers a broad range of articles - from aromatherapy and electrolysis, to sports injuries and regulation updates.
- The magazine is a membership benefit and is not available off-the-shelf or by subscription.



Each issue provides members with:

- In-depth features on complementary, holistic beauty and sports therapies
- News and regulation updates
- Therapy research summaries
- Product and training reviews, competitions and A&P quiz
- News from our network of 100+ local support groups (LSGs)
- Members' letters and news
- Therapist Q&As
- Medical A-Z
- Interviews with key people from the therapy industry
- Industry news and FHT education updates
- Product, training, recruitment and classified adverts

IT is predominantly read by professional therapists or students studying to become professional therapists, who are members of the FHT.

It is also distributed to colleges and universities, hospitals, therapy training providers, NHS authorities and other parties interested in therapy training and practice.

International Therapist has a reputation for non-commercial editorial, providing unbiased and expert information on subjects from aromatherapy and essential oils, beauty and nutrition to soft tissue injuries and different health conditions.

Each issue also provides up-to-date information on therapy regulation and research, membership news and CPD-relevant editorial, for all stages of membership - from students to practitioners, lecturers, and business owners.

International Therapist Statistics

45,000

Readership

For every FHT member who receives a magazine, a further 1.9 clients, therapists, students, colleagues and friends get to see a copy – giving an estimated readership of more than 45,000, offering a broad and engaged audience



89%

Read

International Therapist in print – resulting in connected brand awareness



10%

Display

it to their client

15,000

Audience circulation



Keep their copy

of FHT members keep their copy of International Therapist for reference - which enhances advertiser's reach

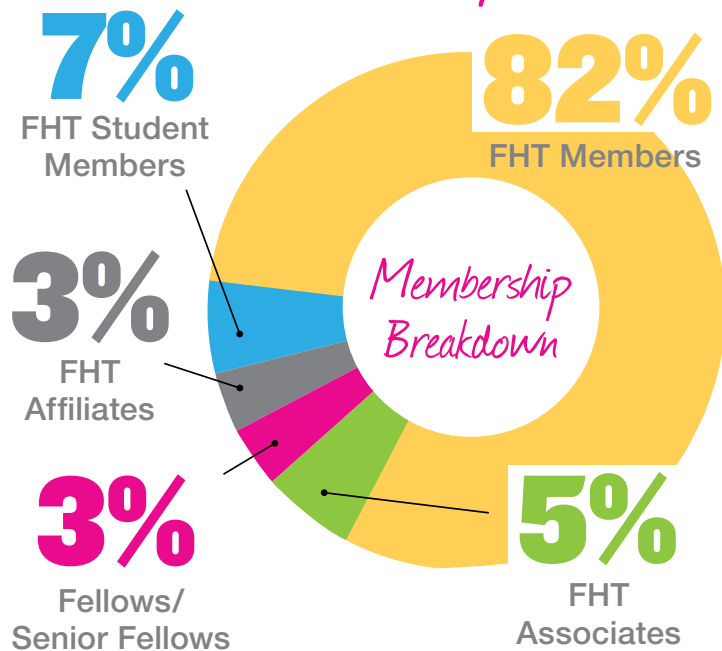
87%

Female

of International Therapist readers are female



FHT Membership Statistics



90%
Proud

are proud to be FHT members

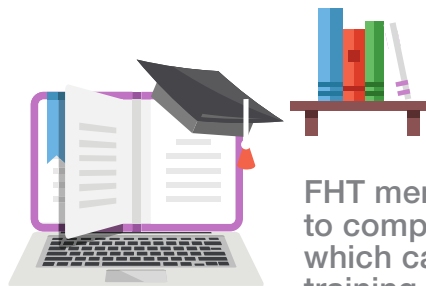


PROFESSIONALISM *Skills*

FHT members act with a dedicated level of professionalism and are always seeking new skills and products to add to their practice

86%
Business

of FHT members run their own business



CPD *Training*

FHT members are required to complete annual CPD, which can include further training and online learning

Qualification



84%

of members hold complementary qualifications

28%

of members hold sports qualifications

27%

of members hold beauty qualifications

ELIGIBLE MEMBERS *Listed*

of the FHT are listed on the FHT Complementary Healthcare Therapist Register, which has been independently accredited by the Professional Standards Authority – a body accountable to parliament, which aims to protect the health, safety and well-being of those using health and social care services in the UK

Website & Social Media

www.fht.org.uk receives over 22,000 visits per month and provides members with a central hub for education, support and supplies within the profession.

22,000
Followers

FHT social media channels have more than 22,000 followers



E-newsletters

2 MONTHLY E-NEWSLETTERS

FHT Member News • FHT Education Extra

12,000
Recipients

More than 12,000 e-newsletter recipients

FHT.ORG.UK RATES

	Size (h x w)	1 BOOKING	2 BOOKINGS
Banner Advert	87 x 700	£500	£450
Job Listing	N/A	£150	N/A

Sole advert will appear on the home page for one full calendar month

SOCIAL MEDIA RATES

	1 BOOKING	3 BOOKINGS
Sponsored Content	£400	£360 per booking

Sponsored content will be published on our blog and shared across social media platforms (250-1000 words)

E-NEWSLETTER RATES

	Size (h x w)	1-3 BOOKINGS	6 BOOKINGS	12 BOOKINGS
FHT Member News or Education Extra	Sponsored Content (Image 174 x 261 and text 250 max word count)	£600 per booking	£550 per booking	£500 per booking
FHT Member News or Education Extra	Button 183 x 220	£600 per booking	£550 per booking	£500 per booking
Solus email *	N/A	£1500 per booking		

*Solus emails are restricted to a total of two per month 250 words maximum, copy to be varied.

Rates & dates

DISPLAY RATES

Double Page Spread	£3,250
Cover Positions	£2,000
Full Page	£1,800
Half Page	£950
Quarter Page	£500
Eighth Page	£300
Advertorial	+ 40%

All prices subject to VAT



ADVERTISING DEADLINES

Issue	Booking deadline	Publication Date
Winter 2018	9 January 18	25 January 18
Spring 2018	10 April 18	26 April 18
Summer 2018	3 July 18	19 July 18
Autumn 2018	2 October 18	18 October 18

Pre-printed loose or bound inserts

WEIGHT (g)	COST PER THOUSAND
Up to 10	£55
11-20	£61
21-30	£68
31-40	£76
41-50	£85
51-60	£96
61-70	£107
71-80	£120
81-90	£134
91-100	£150

Please note all insert bookings are provisional until a hard copy sample has been seen and approved by Redactive.

Bound inserts **+10%**

Cover mount inserts **+30%**

Belly Bands, creative inserts and spreadmarkers **POA**

Technical information

Please supply pass4press pdf via email.

All PDFs must be high resolution (300dpi), CMYK (we cannot be held responsible for colour content of any RGB files supplied) with fonts embedded.

Please send all artwork on email to:

aysha.miah@redactive.co.uk or via https://filetransfer.redactive.co.uk/dropbox/Aysha_Miah

Mechanical data is available upon request