

MEDICINAL ROOTS 藥慧 MAGAZINE

2024 Media Rate Card



Reach TCM practitioners across the globe

MEDICINAL ROOTS 藥慧 MAGAZINE



Medicinal Roots Magazine is the most targeted way to reach TCM practitioners in BC, across Canada and the world.

Advertising in MRM means you have direct access to a readership of engaged and active TCM practitioners in a publication they trust.

Digital - 4 issues per year

Our quarterly magazine is digitally published and distributed to over 2,300 direct subscribers, and a social community of 3,800 and growing.

Costs below are based on rates per issue.

INSERTIONS	1X	2X	4X
Full page	\$750	\$725	\$700
1/2 page Horizontal	\$525	\$450	\$400
1/4 page Vertical	\$375	\$350	\$300

Newsletter - 4 distributions per year

An opportunity to get directly in front of every subscriber, the newsletter sponsorship is available to one advertiser per issue.

Costs below are based on rates per issue.

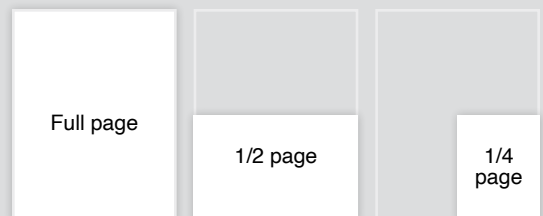
INSERTIONS	1X	2X	4X
Bottom Banner Ad	\$600	\$550	\$475

All advertising placements are finalized at the discretion of the Medicinal Roots Magazine editor. Bundled Digital and Newsletter rates are available, please contact your Advertising Representative.

Medicinal Roots Magazine is a platform for Traditional Chinese Medicine (TCM) practitioners and Acupuncturists to present and share ideas, research and clinical experiences for the advancement of TCM.

Do you have an article that would be of interest to our readers?

MRM offers a 20% discount to all advertising placement rates to authors whose articles are approved for publishing in the respective issue.



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MEDICINAL ROOTS 智慧 MAGAZINE

Ancient Wisdom - Modern Healthcare



Space and Material Deadlines

ISSUE	SPACE CLOSING	ARTWORK DUE	DISTRIBUTION DATE
Spring 2024	March 8	March 15	Week of March 25
Summer 2024	June 7	June 14	Week of June 24
Fall 2024	September 6	September 13	Week of September 23
Winter 2025	December 6	December 13	Week of December 30

Artwork Specifications

Full page	8.5 x 11"
1/2 page Horizontal	8.5 x 5.5"
1/4 page Vertical	4.25 x 5.5"
Newsletter Banner	782 x 285 pixels

DIGITAL

Final artwork: Must be supplied in .PDF, .JPG or .PNG format

File size: No larger than 15MB **Resolution:** 300 dpi at full size

NEWSLETTER

Final artwork: Accepted as .JPG or .GIF (static) or .PNG format.
Animation and Flash artwork are not accepted.

File size: Up to 200KB **Resolution:** 72 dpi

Advertorial Submissions

Advertorial content in Medicinal Roots Magazine is reviewed by the editorial team prior to acceptance.

Contact

For more information and to book your space today contact:

Heather Sell

Advertising Director, Medicinal Roots Magazine

medicinalrootsadvertising@gmail.com

For Article Submissions please email

medicinalrootsmagazine@gmail.com

For Medicinal Roots Magazine Editorial Information please visit our website:

medicinalrootsmagazine.com



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