

New Therapist

The indispensable survival guide for the thinking therapist

Introduction

TARGET AUDIENCE: LSM 8 Psychologists, psychiatrists, social workers and counselling agencies.

↓ AVERAGE CIRCULATION FOR EDITIONS 1 - 60: 760

↓ Amongst the lowest advertising rates for getting your message to mental health practitioners.

↓ Highly readable magazine-format publication targeted exclusively at the helping professions to ensure "readers" really are readers.

↓ Produced by leading therapists, industry figures and journalists on five continents.

↓ Bulk discounts and advertisement design service available: Send us the ad's contents and for a nominal fee we'll advise on and design the advert to ensure maximum impact.

↓ Free, two month placement of advert on New Therapist web site with each full page ad booked.

↓ Inquire about online advertising options to reach New Therapist's more than 8,000 unique visitors from around the world every month.

New Therapist is an independent, bimonthly, professional magazine for mental health practitioners. Designed expressly to support members of the helping professions in all aspects of their work, the publication offers direct, highly targeted access for advertisers to the consulting rooms of psychologists, psychiatrists, social workers and counsellors in a range of settings, from NGO's to hospitals and private practices.

The publication marks a fresh break from the dry, academic tradition that has characterised professional journals in this industry, ensuring that readers truly are readers, not just recipients. Moreover, in-house research suggests copies of New Therapist can be read by up to seven people, often forming part of a syndicate, a group practice or a non-governmental institution. In addition, New Therapist receives over 8,000 unique visitors to its web site every month, offering powerful online advertising alternatives (to learn more about online advertising on New Therapist, e-mail newtherapist@yebo.co.za for further information).

Using a provocative magazine format, New Therapist presents essential but digestible material written by leading industry figures, experienced practitioners and seasoned journalists from around the world. Content is carefully designed to ensure readers are entertained at the same time as they are informed of the central issues which impact on their daily work.

New Therapist serves as the definitive independent read on the changing face of mental health care. It includes coverage of:

- * Emerging therapeutic ideas and practices;
- * Interviews with leading international practitioners;
- * New business opportunities for therapists and how to land them;
- * Coping with changes in the way mental health care is funded;
- * Financial, legal and ethical practice issues which cannot be ignored;
- * Putting technology to work in a therapy practice;
- * Reviews of resources for practitioners.

Contributing editors: Tim Barry, Robert Langs, Graham Lindegger, Berenice Meintjies, Lois Shawver, Susan Spencer, Tom Strong. Editor: John Söderlund

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Advertising

Advertising space is available in the print version of New Therapist as follows:

Full page	297 x 210mm
Half page	148 x 210mm / 297mm x 105
Quarter page	148 x 105mm / 74 x 210mm
Eighth page	74 x 105mm

Advertising rates**

Black and white	Full page	1/2 page	1/4 page	1/8 page
Inside page	\$240	\$148	\$89	\$54
*Outside back cover	\$298	\$178	N/A	N/A
*Inside front cover	\$298	\$178	N/A	N/A
One spot colour	Full page	1/2 page	1/4 page	1/8 page
Inside page	\$339	\$178	N/A	N/A
*Outside back cover	\$368	\$220	N/A	N/A
*Inside front cover	\$368	\$220	N/A	N/A

* These sizes and positions not necessarily available at all times. Please call to inquire about availability.

**All prices quoted are inclusive of all relevant taxes. Bulk advertising and double spread rates available on request.

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Terms & conditions

Advertising is accepted for inclusion in New Therapist subject to the following terms and conditions.

1. All display advertising material to be supplied as Adobe Personal Document Format (PDF) files of a resolution of at least 300dpi. Full-bleed, whole-page advertisements to be supplied 6mm larger in width and height than designated page sizes. Black and white advertisements may be supplied as camera-ready copy, subject to the original material being of a suitable quality for reproduction.
2. Advertisements can be made up on behalf of advertisers at a cost of \$150 per page or part thereof and subject to a minimal inclusion of graphic content, at the discretion of New Therapist.
3. All advertising material is to be supplied with full payment by specified deadline dates. Deadlines are four weeks prior to the first week of the month of publication. For example, the advertising copy deadline for the Jan/Feb 2011 issue is the end of the first week of December 2010.
4. Whilst every effort is made to ensure advertisements appear correctly, the publishers will not be responsible for consequences arising from errors or delay in publication. In the event of any misprint, error or omission in the printing of any advertisement or relevant part of the advertisement, the publisher will either re-insert the advertisement or relevant part of the advertisement, as the case may be, or make a reasonable refund or adjustment to the cost. No refund or re-insertion will be made in cases where the error, misprint or omission does not materially detract from the advertisement. In no circumstances shall the total liability of the publisher for any error, misprint or omission exceed the amount of a full refund of any price paid to the publisher for the particular advertisement in respect of which liability arose or the cost of a further or corrective advertisement of a type and standard reasonably comparable to that in connection with which liability arose.
5. Placing of advertisements in New Therapist does not imply any editorial mention of the company or product.
6. New Therapist reserves the right to refuse any advertisement to maintain standards of quality within the publication.