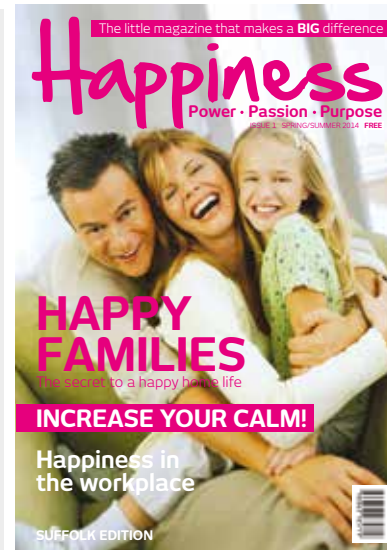


The little magazine that makes a **BIG** difference

Happiness

Power • Passion • Purpose



ADVERTISING PACK

Making the most of your Business

The little magazine that makes a **BIG** difference

Happiness

Power • Passion • Purpose

ISSUE 1 SPRING/SUMMER 2014 FREE

HAPPINESS IN THE WORKPLACE

How to make work life more than JUST a life!

ARE YOU YOUR OWN WORST ENEMY?

NORFOLK EDITION

WHY WE DO WHAT WE DO

Because we're **M.A.D** :) We just love to **Make A Difference**...

Most people do, including you.
Double dare you to make a **BIG** difference today!

The world needs happier people – happier people are kinder, more altruistic, are fairer, more co-operative, more collaborative, healthier, wealthier, and are less self-focused and more other-focused. Happiness then isn't just good for the person themselves, it's good for humanity, for society, for the community, for the workplace, for the family, for the world.

This magazine, and our non-profit **The Happiness Foundation**, which wholly owns the magazine, helps people to be happier, live their best lives and helps them put what Apple's Steve Jobs called 'your ding in the universe'. Put your 'ding' in the universe today and take an ad out in our **AMAZING** little magazine that makes a **BIG** difference!

the happiness
foundation



www.thehappinessfoundation.co.uk

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ISSUE 1 - SPRING/SUMMER 2014 FREE



HAPPY FAMILIES

The secret to a happy home life

INCREASE YOUR CALM!

Happiness in the workplace

SUFFOLK EDITION



ADVERTISE WITH HAPPINESS

Elevate your business by advertising with Happiness

It is a proven fact that when people are feeling good, they are much more receptive to positive marketing. What better way to market your business than in a magazine that promotes positivity.

Imagine your brand being associated with Happiness - there's a happy thought!

ADVERTISING RATES

Double Page Spread
only £2000
352mm x 216mm



Greatest Influence...

Full Page Advert
only £1200
B5 - 176mm x 250mm



Best Value...

1/6 Advert
only £450
83mm x 77mm



1/2 Page Advert
only £800
176mm x 125mm



Banner Advert
only £675
166mm x 45mm



1/4 Page Advert
only £550
80mm x 120mm



Directory Advertising
1 line £75
2 lines £130
3 lines £200



Measurements = width x height

Call Kath / Sophie 01502 562162 ...for more information

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The Benefits of Happiness...

- **Quartely, so your ads are in the market for much longer**
- **Larger circulation than other local free magazines**
- **Happiness Magazine is distributed in both Norfolk & Suffolk**
- **Happiness Magazine includes a package of articles written by some world-class authors.**
- **Happiness Magazine is printed in full-colour**
- **Happiness Magazine is designed by a professional Graphic Designer.**
- **Every advertiser is included on the Happiness Magazine website**

ARTWORK SUBMISSION DEADLINES

All artwork for advertising must be supplied BEFORE the deadline date - supplied at time of booking.

Artwork Deadline = 4 weeks before print date

Artwork can be submitted via Email to rob@pandora-media.co.uk

ADVERTISING SPECIFICATIONS

To get the most from your marketing, please follow the artwork submission specifications below to make sure your advertisements will be supplied and printed at the highest possible quality.

Advertisement file size:

width x height, all measurements in mm

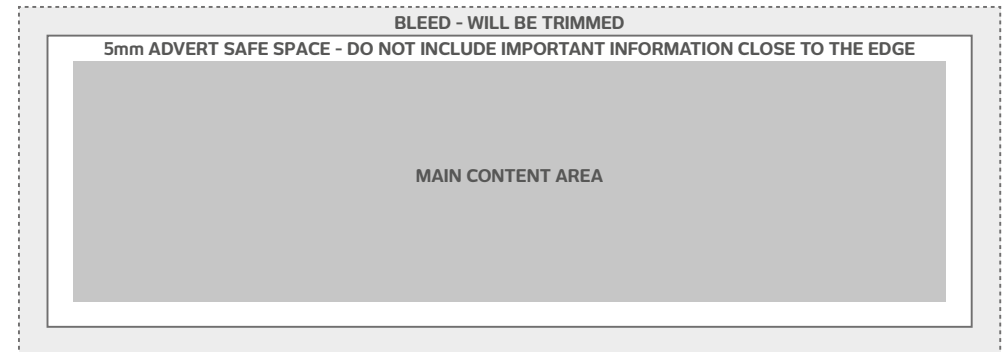
Double Page Spread	352mm x 176mm	with bleed 358mm x 182mm
B5 Full Page	176mm x 250mm	with bleed 182mm x 256mm
1/2 Page	176mm x 125mm	with bleed 182mm x 128mm
1/4 Page	80mm x 120mm	no bleed required
Banner Advert	166mm x 45mm	no bleed required
1/6 Advert	83mm x 77mm	no bleed required

Files accepted in the following formats

PDF document – Hi resolution CMYK Print ready PDF file - Preferred Format
Tiff file – CMYK flattened tiff file at 300dpi

All important information such as text and logos should be at least 5mm from the trimmed edge of the document.

Advert Example



www.HappinessMagazine.co.uk

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HAPPINESS MAGAZINE WHO'S WHO



KATH TEMPLE

Happiness Magazine Editor/Director

Success & Happiness Psychologist Kath Temple is frankly a bit of a Jedi. She is remaining very firmly the best side of Yoda however, less hairy for sure, and marginally better looking!

Kath works internationally with people from all walks of life – from the homeless to celebrities, from GPs to CEO's & Directors of Fortune 500 companies, and from Headteachers to parents and young people. She believes you can always be happier, and always find a different level of success, because there comes a time when we all seek significance and we all want to make our lives truly count.



ROB POLL

Happiness Magazine Creative Director

Don't mess with our 5th Dan Black Belt Rob Poll or else! His creative 'Wit' is as sharp as the swords he wields. His Ninja skills at the keyboard gets Happiness Magazine in tip-top shape before it hits the press!

Rob is the Director of Pandora Media, an up and coming design agency on the East Coast. After studying for a Graphic Design Degree, he stayed on at UCS Lowestoft to lecture on the course while honing his design skills working for many local businesses. After 15+ years in the industry, he set up Pandora Media as a leading Print, Design and Website agency, supporting local and national companies to reach their own business goals.



SOPHIE TEMPLE

Publicity Manager

Sophie is our youngest and freshest team member. She is our front of house publicity manager and makes sure us oldies aren't too out of whack! Not only does she bring our average age down under 40 (yeehaa!) but she is a powerhouse of persuasion and a marketing genius. Don't let her baby face fool you, she is the real deal – she is going places and taking happiness magazine with her.

Just out of university where she gained a degree in English Literature, Sophie uses her flair for language to edit and publicise Happiness Magazine as well as figurehead the Happiness Magazine. Our little Kindness Warrior does this role voluntarily alongside her marketing role for Hoseasons European Lodges and City Breaks. So not only does she spread a little sunshine in our lives but over Britain and Europe too.



www.HappinessMagazine.co.uk

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CORPORATE SPONSORSHIP

The Greater Good of Corporate Social Responsibility

Innovative Corporate Social Responsibility will be something your company is interested in and it can fulfil its obligations by supporting Happiness Magazine, wholly owned by non-profit The Happiness Foundation - we change futures for the greater good.

The Investment

There are 2 levels of corporate sponsorship per edition:-

- **Platinum - £14,000 per edition or £50,000 for the year**
 - o Your logo on the front page and our Contents page
 - o The middle page spread (4 pages), plus back cover and back inside cover
 - o Online - your logo to the top right of the screen, where the eye naturally goes - with click-thru links to your website and a separate one for a specific promotion
 - o A year's corporate subscription to Happiness Magazine, and the delivery to one destination of 200 copies per issue for your workers and your customers
- **Gold - £12,000 per edition or £45,000 for the year**
 - o Your logo on our Editorial page
 - o The middle page spread (4 pages), plus back cover and back inside cover
 - o Online your logo in a prominent position 'above the fold' with a click-thru to your website
- **Silver - £5,000 per edition**
 - o The middle page spread (2 pages), plus back cover
 - o Online your logo in a prominent position 'above the fold' with a click-thru to your website
 - o 50 copies of the magazine

Corporate Subscriptions

- A Year's Subscription for 200 copies of each edition £2,000
- A Year's Subscription for 100 copies of each edition £1,000
- A Year's Subscription for 50 copies of each edition £500
- A Year's Subscription for 25 copies of each edition £250
- A Year's Subscription for 10 copies of each edition £115

CONTACT HAPPINESS MAGAZINE

Articles - Editorials - General Contact

Kath Temple

Editor - 07771 605538

kath@happinesstmagazine.co.uk

Design - Advert Design

Rob Poll

Creative Director - 07772 456191

rob@happinesstmagazine.co.uk

Advertising

Sophie Temple

Publicity Manager - 01502 562162

info@happinesstmagazine.co.uk

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ADVERT DESIGN SERVICE

If you require a high quality, professionally designed advert for Happiness Magazine, we are happy to offer this service.

If you would like something that will stand out from the crowd and show off your business to its full potential, **this is the service for you.** Rates available on request.

All advert files will be supplied to the customer after the initial design invoice is paid in full.

Contact us now for more information on how we can help your business grow

Pandora Media Ltd Hayden House, Bridge Road
Oulton Broad, Suffolk NR32 3LL

Telephone: **01502 524160**
07772 456191
rob@pandora-media.co.uk

Design · Print · Website · Signage · Marketing

Pandora 

www.HappinessMagazine.co.uk

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kath@happinesmagazine.co.uk

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