

# JUNO Media Pack

For all advertising, contact us on 01454 838 667 or email [jess.stephens@junomagazine.com](mailto:jess.stephens@junomagazine.com)



## JUNO Media Pack

JUNO is a print and digital bi-monthly magazine which promotes a natural approach to family life and inspires and supports parents as they journey through the joys and challenges of parenting. We have an ethos based on conscious parenting, sustainability, social justice and non-violence, and a commitment to personal growth and spiritual awareness. We share fresh perspectives in this fast-paced technological world, creating a non-judgemental community for those who are keen to follow "a natural approach to family life".

JUNO is so much more than a magazine; it's a community of families, friends, and informed experts who are committed to natural parenting and sustainable living. Our participation in adverts, reviews and giveaways has made all the difference for us as a new Devon-based startup. Our reach has been amplified among families who share our values of Earth stewardship, conscious parenting, social justice, and healthy living. We are proud to be part of the JUNO family.

Annie Murdock, director of CircleTales

# About JUNO

JUNO is a natural parenting magazine that inspires and supports families through its range of features, columns and artwork. Established in 2003, it is published six times a year. The editorial is broad, covering all aspects of family life for all ages. JUNO is loved by many readers for its articles that share personal experiences and reflections, and for the beautiful and striking images and illustrations from a range of artists.

There are columns on home education, empowered birth, teens and herbalism; interviews; craft and recipe ideas; and a mix of features that can help readers make informed choices.

JUNO magazine is the home of thoughtful parents. It's one of those publications so personal and with its values so clear, that people simply trust it as their tribe.

Steve Biddulph, adjunct professor of psychology and author of *Raising Boys* and *The New Manhood*





# Audience

Our target audience is AB12 females between the ages of 25 and 44 with two or more children. They have sufficient income to enable them to make natural and environmentally conscious lifestyle choices. Our readers believe the way in which we shop can make a huge difference to our world. They purchase natural, organic and ethically produced products for themselves and their families, which include food, clothing, toys, cleaning products and toiletries. They are also deeply interested in alternative schooling, birthing support, physical and spiritual wellbeing and holistic therapies.

Each printed issue is treasured, retained and revisited. The copies are often shared between friends and generations, further expanding the readership. JUNO has become a respected source of parenting information, especially for the more socially and environmentally responsible reader.



Females  
between the  
ages of 25  
and 44

Environmentally  
conscious

Natural  
lifestyle  
choices



# Circulation

JUNO is available by subscription worldwide, and from many independent UK stockists such as organic food outlets and baby equipment and clothes shops. It is widely distributed to retailers by INK Distribution. Current readership is approximately 25,000. JUNO is also available in digital format, available on the App Store and through iSubcribe and Exact Editions.

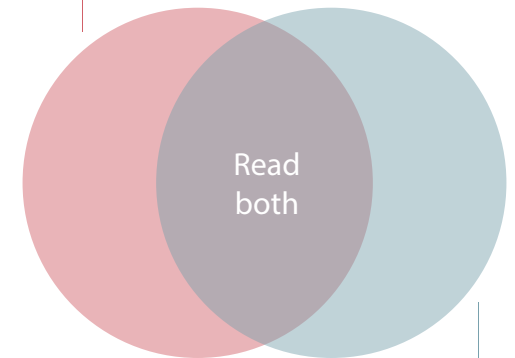
Issue	Copy Deadline	Publication Date
Early Spring 2024	2 January	1 February 2024
Spring 2024	23 February	1 April 2024
Summer 2024	26 April	1 June 2024
Late Summer 2024	28 June	1 August 2024
Autumn 2024	30 August	1 October 2024
Winter 2024	25 October	1 December 2024

Magazine published six times a year.

# Publishing Strategy



Read print magazine only



Read social media only

## Print

JUNO is handbag-sized, printed on uncoated FSC paper from responsible sources, and is recyclable and compostable at the end of its life. It is a bi-monthly magazine which promotes a natural approach to family life and inspires and supports parents as they journey through the joys and challenges of parenting. It is distributed directly to subscribers and via a network of 150+ independent shops.

## Social

We have an excellent social media following, with a great community of over 40,000 people engaging with us regularly across Instagram, Facebook and Twitter.

We can amplify marketing messages using our strong social reach, including targeted and promoted posts.

**@junomagazine**

## Online

We offer a curated selection of articles from the magazine on our website, to provide a compelling experience for web visitors and create opportunities for advertisers.

We also send out regular newsletters with further opportunities for advertising.

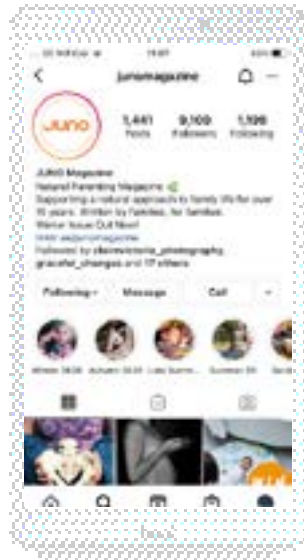
**junomagazine.com**





# Social Media

We have an excellent social media following, with a great community of over 40,000 people engaging with us regularly across Instagram, Facebook and Twitter. This is a fantastic opportunity for our advertisers to engage with our many followers on all platforms. Please contact us for further details on these opportunities.



14K  
Instagram  
followers

20K  
Facebook  
followers

7K  
Twitter  
followers

# Rates



## Print Adverts

### Display

Quarter Page	92mm x 125mm	£300
Half Page	92mm x 255mm or 190mm x 125mm	£550
Full Page	220mm x 280mm	£1,000
Cover Positions	210mm x 297mm (+3mm bleed)	£1,250

### Marketplace

Box	60mm x 60mm	£75
Double Box	125mm x 60mm or 60mm x 125mm	£125

### Other Promotion

Newsletter Slot	£75
Advert Giveaway Slot	£150
Competition Slot	£455

Series discounts available. Pre-payment in full applies.



## Have you thought about any of our other promotional opportunities?

We can tailor packages to suit your requirements, with discounts available when combining different options.

# Competition

This is an amazing opportunity for brands to engage with our audience and collect new email subscribers for newsletters. The competition will feature in the printed magazine, with images and text on a page entitled 'A Chance to Win'. The competition is featured in both print and digital issues, alongside online promotion (JUNO website and social media platforms).

At JUNO we run the competition for you, making the process easy and hassle-free. We manage the competition, select winner(s) and sort data. You will receive an email at the end of the competition with the selected winner(s) and a spreadsheet of your new opted-in email subscribers.

The competition has a two-month duration, while the issue is current.

£455

- JUNO manages the competition
- New email subscribers
- Website promotion
- Social media promotion
- Custom artwork
- Two-month duration
- Competitions promoted in newsletters and published on website



# Advent Giveaway



From 1-24 December, JUNO runs an online giveaway with a different prize available to win on each day during Advent. This has been highly popular with our followers, attracting more than 20,000 entries across the prizes last year. The giveaway runs across both our Facebook page and our Instagram account.

We offer these giveaway slots to advertisers on a first-come, first-served basis.

- Promotion on JUNO Facebook
- Promotion on JUNO Instagram
- Higher social media engagement
- Custom designed artwork
- Valuable customer feedback



First time and really happy.  
For the price, this is a really good event.

I really loved this event, and actually feel more confident in my social media planning now. The help and support I was offered was really good

# Subscription Gifts

This is a free opportunity to send your product out to JUNO subscribers with the magazine. Subscription gifts are sent to all UK subscribers and packaged alongside JUNO magazine in a beautiful gift box.

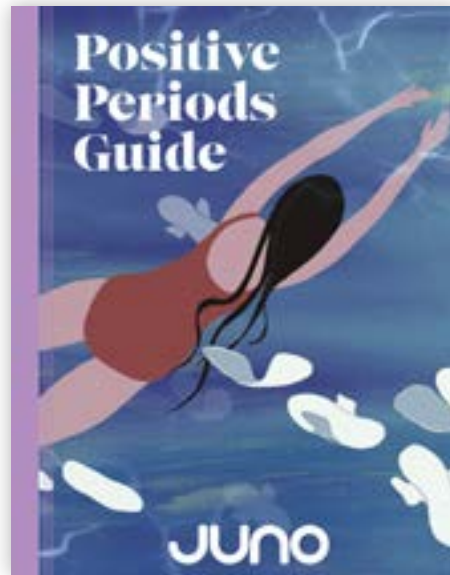
There is no minimum RRP for a gift, we simply look for something that is attractive to our readership. There is no cost to you other than providing the products. We ask for approximately 100 gifts and that they are sent to our office by an agreed deadline.

Your gift and brand will receive a whole-page feature with images and text within the magazine (both print and digital). JUNO provides online marketing for the subscription gift, including ongoing social media promotions, features on the JUNO website. The subscription gift will also be featured in newsletter promotions and an email to all contributors.

- Free opportunity
- Full page in magazine
- Social media promotion
- Website features
- Online shop features
- Newsletter promotions







# Digital Guides

We've created these resources to showcase our best content around popular themes covered in JUNO. They are offered free when signing up to our mailing list, and are promoted online via our website, partners, social channels and paid activity throughout the year.

## Reusable Nappies Guide

This guide is packed full of our best content about cloth nappies. With informative articles and tried-and-tested reviews, there's lots to support a transition to reusables – and plenty for seasoned cloth users too.

## Positive Periods Guide

This guide brings together our most popular content about menstruation. It's all about building a positive narrative around periods, and learning how to understand and embrace our cycles.

Advertising spaces are available and remain in the guide for one year from booking, at which time you will have the opportunity to renew.

Our current rates are:

Quarter Page	92mm x 125mm	£240
Half Page	92mm x 255mm or 190mm x 125mm	£450
Full Page	220mm x 280mm	£800



# Review Feature

**Highlight your brand and engage organically with our audience by featuring a product in one of our review features.**

Previous themes have included: sustainable clothing, natural toys, pregnancy and baby, and ethical gift ideas.

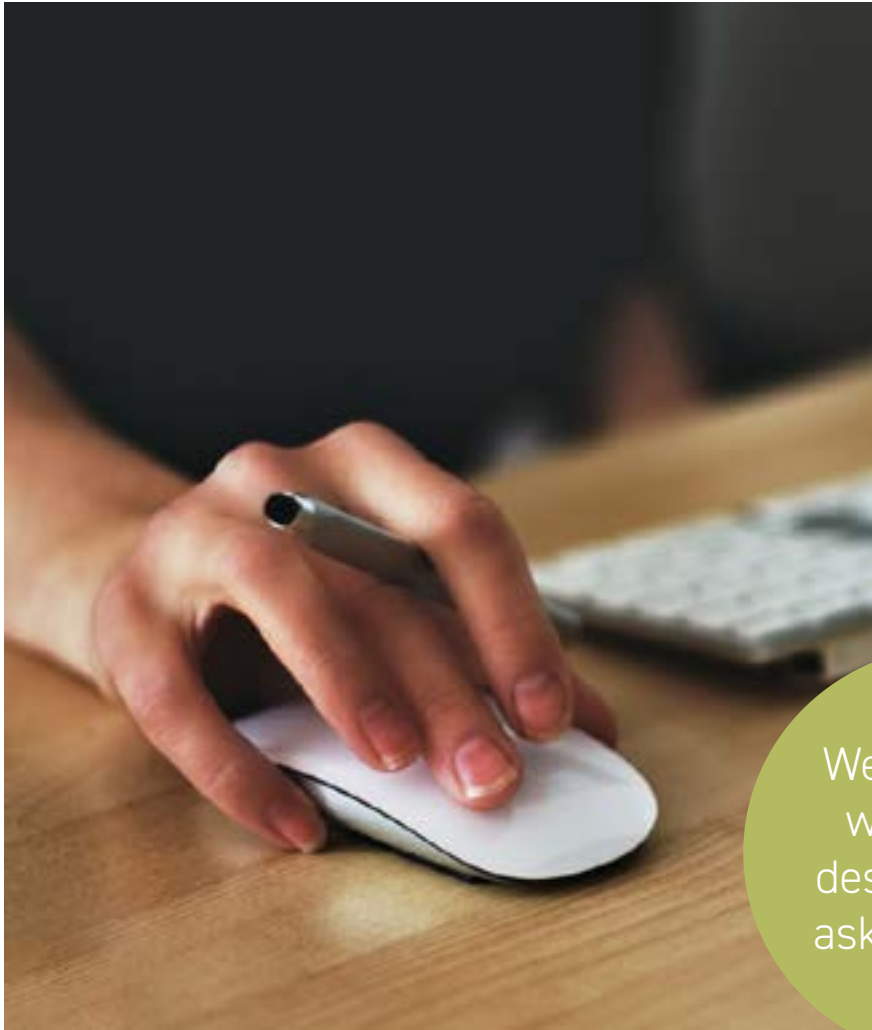
Products are sent by you to one of our reviewers for them to try out - they will then share their authentic experience with a short description and review (usually up to 150 words).

- Reviews are shown with an image of the product, the price and URL.
- The feature is published in JUNO magazine (print and digital), and on our website with a link back to your website.
- We organically promote the reviews on social media and in our email newsletters (paid featured slots are also available).

We offer advertising packages with review slots.

Please get in touch if you have a product that you would like to put forward!





# Artwork

## Print Advertising

Please send artwork as 300dpi JPEG or PDF. Colour should be set to CMYK and should be the correct dimensions for the agreed advert. Please refer to the artwork guidelines that are sent on booking.

For full pages and front and back inside covers, please include a 3mm bleed, and take note of the suggested 'safe area' detailed in the artwork guidelines document.

We can assist with advert design. Please ask for details.

# Terms and Conditions

We welcome your interest in advertising with JUNO, and hope that you will want to become a regular advertiser.

Should you place an order with us, your advertisement is subject to the following terms and conditions:

## Conditions of Advertising

1. The advertiser warrants that their advertisement in no way contravenes the provisions of the Trades Descriptions Act 1968, and is legal, decent and truthful.
2. Cancellations cannot be accepted after the invoice is issued.
3. The advertiser indemnifies JUNO Publishing and their printers against any damages or other loss caused as a result of publication of your advertisement.
4. Payment due prior to publication date as specified on the invoice.
5. JUNO Publishing reserves the right to request amendments to or to reject an advertisement. JUNO Publishing will only work with companies that align with its ethos and all adverts are subject to approval by the editorial team. Advertorials are not accepted.
6. The advertiser's invoice for an advertisement constitutes a contract and acceptance of the conditions above.

These are in addition to the full terms and conditions at [bit.ly/juno-advertising-terms](https://bit.ly/juno-advertising-terms). A link to these can also be found on your invoice.

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