



Media Kit
and
Rate Card

SPIRAL NATURE

About the Magazine

Founded in 2000, *Spiral Nature Magazine* is an online magazine focused on Paganism, witchcraft, magick, and occulture – the places where art, music, pop culture, and the arcane connect.

Popular Articles

Spiral Nature publishes 5 to 7 new pieces of content per week; ranging from in-depth essays and articles with a critical look at occulture in media, practical how-tos, book and oracle reviews, a weekly astrology column, and a regular links column.

Following are a few popular posts from 2017:



[Enchanted resistance:
A history of political magick](#)



[Four times pop culture got
magick right](#)



[Mirror magick and self-love](#)



[Secret witch: Magick when
you're stuck in the broom closet](#)



[Making your own rituals:
Choose your own adventure](#)

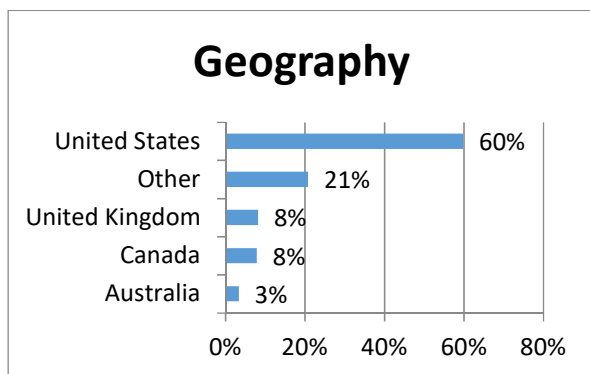
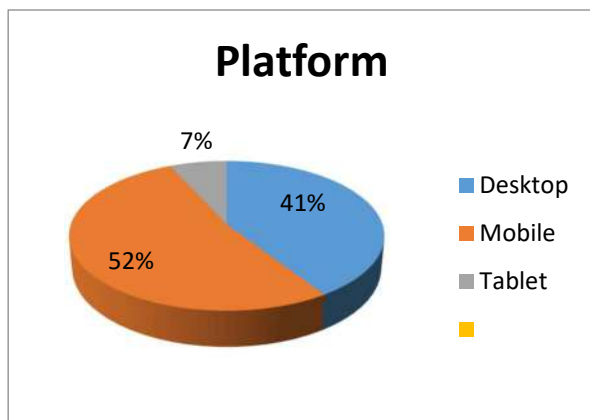
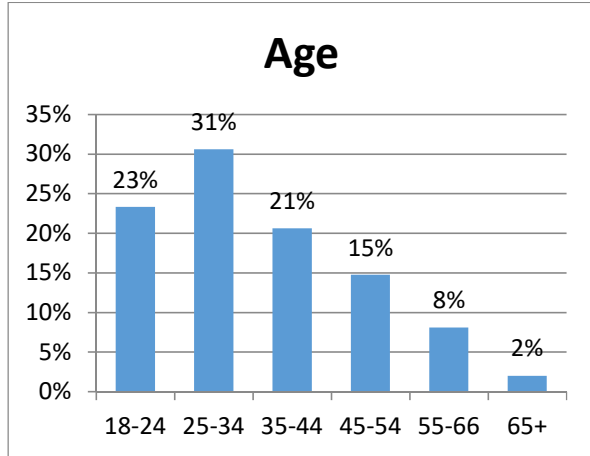


[Black witch resources:
Getting started](#)

Fostering Community

Our readers are passionate, loyal, and engaged. They share our content and generate discussion on our website.

Meet Our Readers



Reader Statistics

A high concentration of our readers, 23%, are in the highly desirable 18-24 age bracket, with another 31% in the sought-after 25-34 bracket.

Our readers are largely concentrated in English-speaking countries, with 60% in the United States, followed by visitors hailing from the United Kingdom, Canada, and Australia.

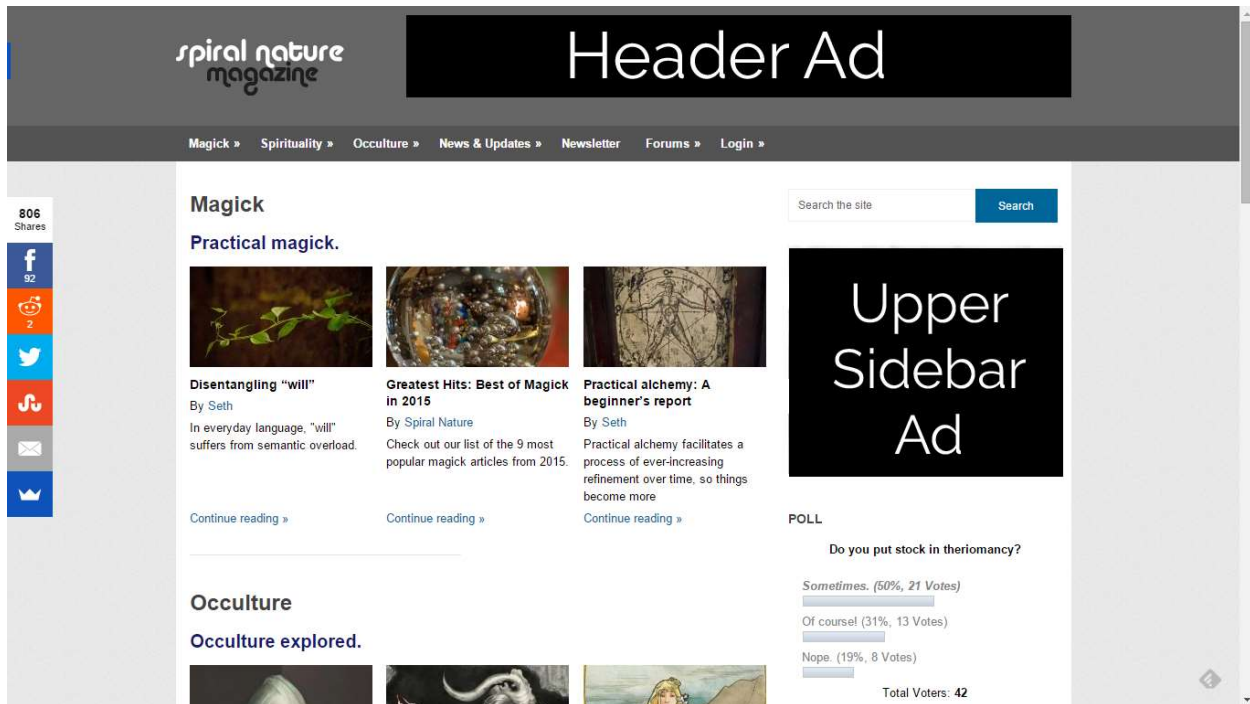
Reader Profile

Female	60 %
Male	40 %
Aged 18 - 34	54 %
United States	60 %
Returning readers	22 %
Pages per session	1.35

Advertising Opportunities

To confirm the availability of your desired ad space, please contact advertising@spiralnature.com.

Front Page



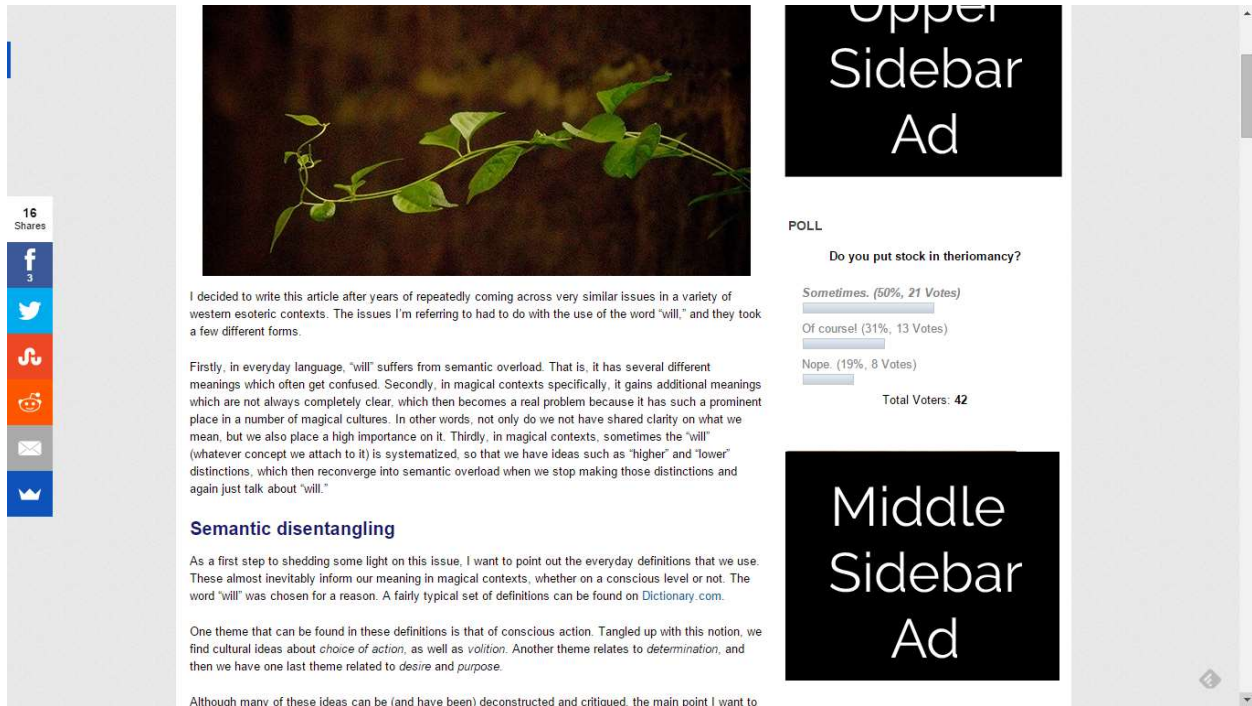
Header

- 728 x 90 px
- Visible on every page
- 1 spot available per month

Duration	Price	You Save
One month	\$70	-
Three months	\$180	\$30
Six months	\$330	\$90

Sidebar

We have three ad positions available on our right hand side bar, all of which are visible on every page of the website, including the front page, single articles, and on informational pages.



Sidebar

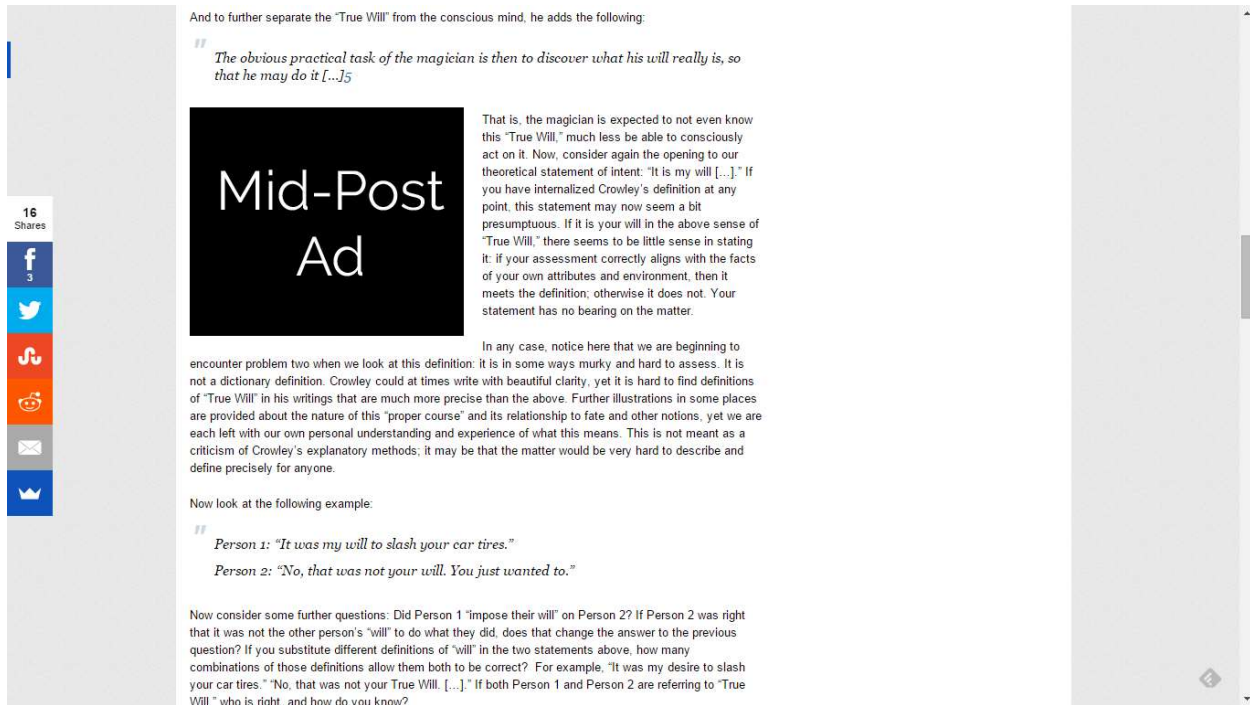
Upper Sidebar

- 300 x 250 px
- Visible on every post
- 1 spot available per month

Duration	Price	You Save
One month	\$80	-
Three months	\$210	\$30
Six months	\$380	\$100

In-Post

We have a number of inexpensive ad options for below the fold content, including mid-post ads, which have an excellent click-through rate.



In-post Ads

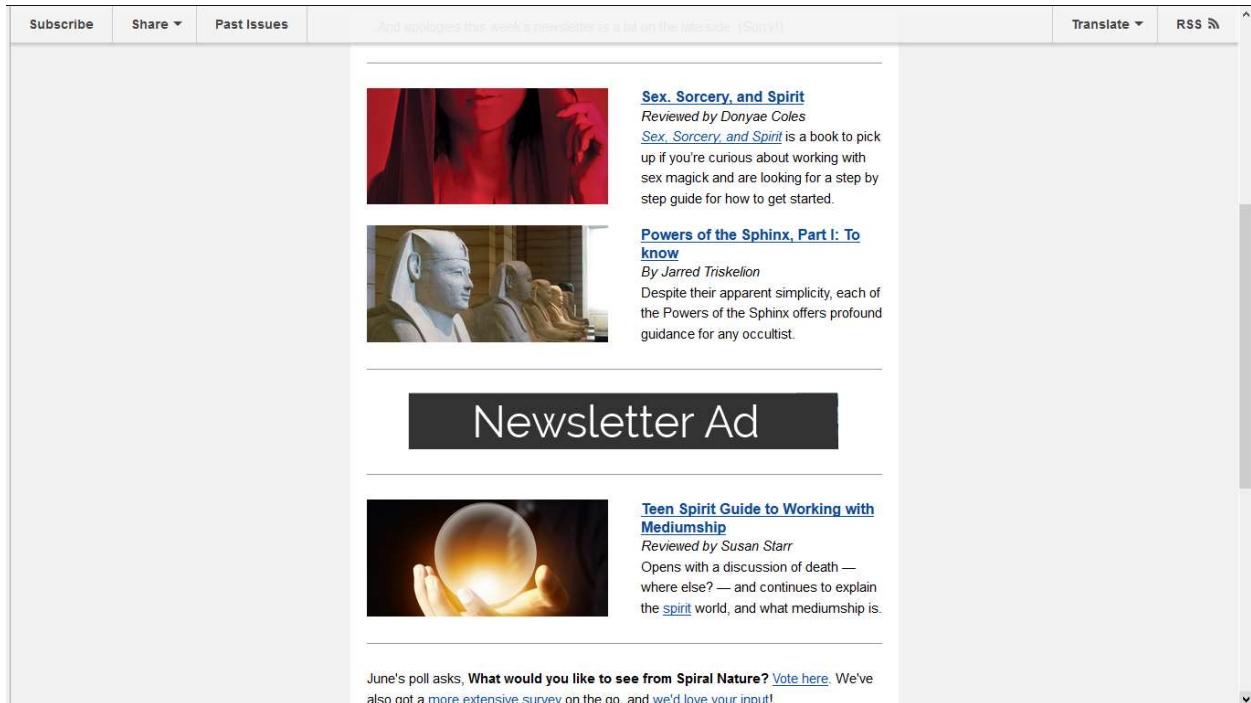
Mid-post

- 300 x 250 px
- Embedded in the middle of each single article and review
- 1 spot available per month

Duration	Price	You Save
One month	\$75	-
Three months	\$200	\$25
Six months	\$390	\$60

Newsletter

Our newsletter goes out to 2,000 subscribers each week, and is optimized for both desktop and mobile browsers.



Newsletter Ads

Newsletter

- Customizable sizes
- Sent 4-5 times per month
- 2 spots available per month

Duration	Price	You Save
One month	\$50	-
Three months	\$130	\$20
Six months	\$250	\$50

Custom Ad Spots

Sponsored Content

- Published as a post within the magazine and promoted via social media
- Unique URL pinned to the home page for one month
- Stays in the magazine archives for a full year from publication date
- Great for book excerpts, product tutorials, and more
- 3 spots available per month

Duration	Price	You Save
1 sponsored post	\$100	-
3 sponsored posts	\$275	\$25
6 sponsored posts	\$540	\$60

Contests

- Published as a post within the magazine and promoted via social media
- Unique URL pinned to the home page for each prize
- Stays in the magazine archives for a full year from publication date
- Great for books, products, conference entries, and more
- 1 spot available per month

Duration	Price	You Save
1 contest	\$75	-
3 contests	\$200	\$25
6 contests	\$390	\$60

Discounts

If you're interested in more than one ad spot, we can package two or more advertising spots ads at a discount.

Contact

For more information and to book your ad, please contact:

Nico Mara-McKay at advertising@spiralnature.com

Sources

Site statistics averaged from Google Analytics (1 July – 31 December 2017).