

# spiral nature

## Rate Card January 2014

### Weekly posts

359,601 avg. monthly hits

Visitors view 3.27 pages per visit

29.6% newsletter open rate  
(industry average is 18.6%)

Spiral Nature is dedicated to exploring alternative spiritual practices, practical magick, and occulture's rich history.

We've become well known for our cultural essays and well considered media reviews and more.

- Culture
- Spirituality
- History
- Holidays
- Profiles
- How Tos
- Reviews
- Interviews
- Events

Exploring occulture since 2000.

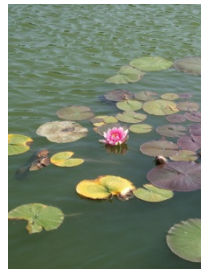


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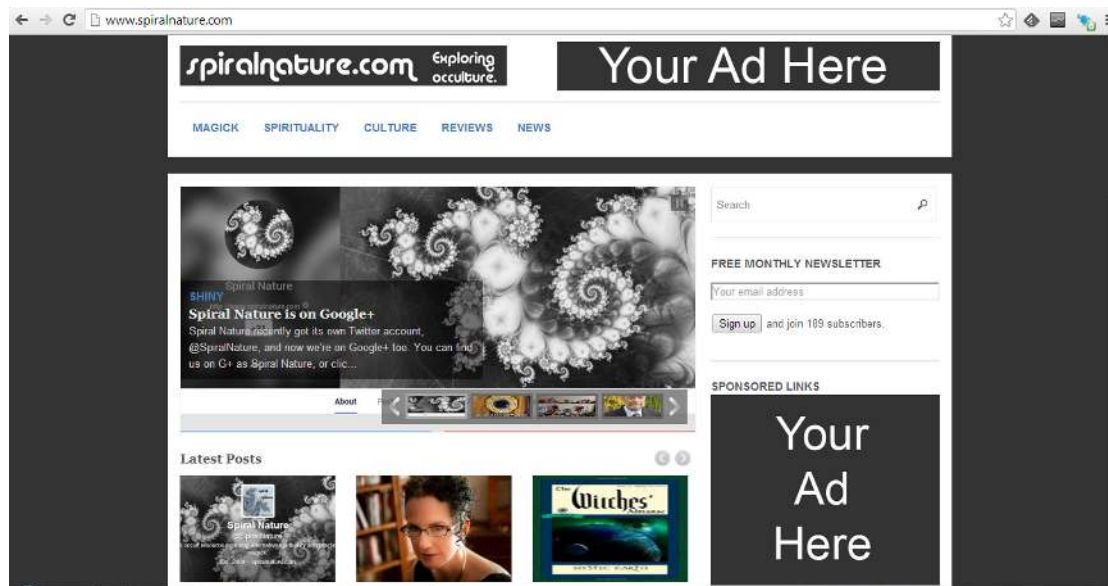
Nico Mara-McKay

(416) 428-4873

[www.spiralnature.com](http://www.spiralnature.com)



# Ad Placement - Website



## Branded Background Ad

- Location: over dark grey background behind content
- Visible on every page
- 1 spot available per month

Duration	Price	You Save
One Month	\$80	--
Three Months	\$220	\$20

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## Header (468 x 60 px)

- Location: top right-hand corner
- Visible on every page
- 1 spot available per month

Duration	Price	You Save
One Month	\$50	--
Three Months	\$140	\$10
Six Months	\$280	\$20

## Large Side Bar Ad (300 x 250 px)

- Location: top left-hand sidebar
- Visible on every page
- 1 spot available per month

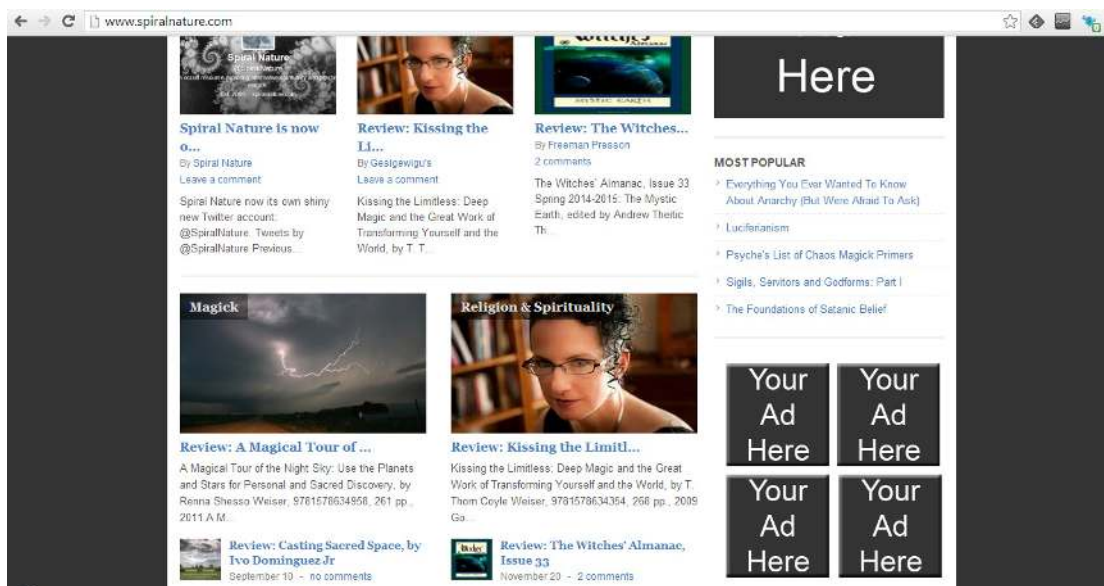
Duration	Price	You Save
One Month	\$35	--
Three Months	\$85	\$20
Six Months	\$180	\$30

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## Small Sidebar Ad (125 x 125 px)

- Location: lower left-hand sidebar
- Visible on every page
- 4 spots available per month

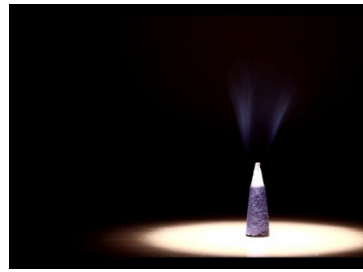
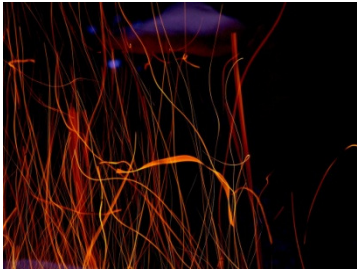
Duration	Price	You Save
One Month	\$20	--
Three Months	\$50	\$10
Six Months	\$100	\$20

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## Ad Rates – Newsletter

**spiralnature.com**  
 Exploring occulture

### January Newsletter

Hope your holidays went well. We [asked for your seasonal photos](#), and you sent in pictures of the great works you've been doing. You can [view them on our Facebook page here](#). Thanks to everyone who contributed, and if you'd like to, you can still add your photos to the folder or send them in to [editor@spiralnature.com](mailto:editor@spiralnature.com).

**Resolutions**  
 It's a new calendar year, traditionally a time for resolutions, so I'll share mine: a new site design for Spiral Nature. And we're part way there, though currently most of the work is behind the scenes. In transition things may look a bit wonky as new bits and bobs get added, but

[Friend on Facebook](#)

[Follow on Twitter](#)

[Forward to a Friend](#)

Your  
Ad  
Here

**Write for Us**  
[Essay & Article Guidelines](#)  
[Review Guidelines](#)

### Newsletter Ads (150 x 150 px)

- Location: left-hand sidebar (top or middle)
- 2 spots available per month

Duration	Price	You Save
One Month	\$25	--
Three Months	\$65	\$10
Six Months	\$130	\$20

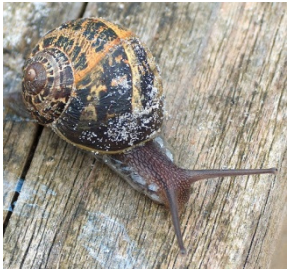
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2014  
Rate Card

## Contact

For more information, or to book your ad, please contact Nico Mara-McKay at **[advertising@spiralnature.com](mailto:advertising@spiralnature.com)**.



Demographic information provided by Quantcast.

Site usage statistics provided by Webalizer and Google Analytics.

Newsletter analytics provided by Mail Chimp.

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