

# Welcome to **PATHWAYS**

"Pathways to Growth & Healing"  
PUBLICITY & INFORMATION SERVICE  
12 Southcote Road, London N19 5BJ

[www.pathwaysnetwork.co.uk](http://www.pathwaysnetwork.co.uk)

## We offer LEAFLET DISPLAY & DISTRIBUTION

• displayed at exhibitions • mailed as inserts  
to individuals and • distributed in small lots  
to key venues all over the UK

Responding to recent requests we are re-launching our information service. One of our main activities was a leaflet display stand at the Mind Body Spirit Exhibition in London. We do support exhibitions all over the country, but if this included events in London, it caused tensions, and becoming a co-organiser of the one-day Festival of Life in London (next event Sat 29th Sept 2012) may have been the reason for excluding us from MBS about three ago. However we continue to have good rapport with shows all over the country.

From 1988 we also published The Pathways Bulletin featuring a uniquely formatted Events Diary that reached a print-run of 30,000, and was accepted at 1,000 venues in London. With competition from the internet, it became more difficult to manage printed advertisements so we have red-designed it for smaller print-runs for exhibitions only, and focused on developing our website, translating the content of the Bulletin into a much more colourful format with a unique style, which I am now informed is "retro", which apparently means that because it is individually designed, it has a quality which distinguishes it from modern websites. Keeping what's nice about it whilst making it easier to manage is our next challenge.

When we take a stand we display small lots of leaflets so attractively that visitors are drawn to browsing them. For this we accept quantities as few as 200 copies. But to last through several shows allow up to 500 copies. When we cannot visit a show, we post small lots of leaflets to them. For postal distribution to venues and/or individuals, we can handle several thousand. Overleaf is a ready-reckoner of quantities and prices or just send the leaflets and we will advise you on the most cost-effective strategy. Leftover leaflets are kept in stock to take to other shows or for distribution by post. We can target particular types of venues or geographical areas - please tell us your needs, and we will design our mail-out accordingly.

Email enquiries: [admin@pathwaysnetwork.co.uk](mailto:admin@pathwaysnetwork.co.uk)  
Or call Mary Fee: 020-7607-7852 (10am-3pm)

## RATES

These rates are calculated to take account of the time and expense involved in the wide variety of tasks we undertake as a publicity service - if in doubt please send text, previous sample or artwork etc and we will quote for you.

## GENERAL FEES

A SUBSCRIPTION @ £10 for two years ensures that you receive the Bulletin hot off the press with the first batch - this is renewable on an annual basis. If it goes out of date your record remains ready to be re-activated - renewable for £5 per year at any time to put you forward another year.

A BOOKING FEE @ £10 is payable per transaction, eg Typesetting + Advert + Insert + Display, + Web design, etc, in addition to the specific costs and this also keeps you on our mailing list for another year.

## ADVERTISING with PATHWAYS

BOXES: £10 per column-centimetre, including typesetting/ design. Web-only adverts are based on a looser formula of Small £30, Medium £40, Large £50, or on the number of event listings \*

LINEAGE: 10p per word for unformatted adverts.

LISTINGS: £10 per entry per line for any standard format, Contact, Class, Venue, Diary, plus another £10 for events listed in a box - these may also be booked ahead to appear later), saving a separate booking fee. You can submit copy via the website or we can take usually take copy by phone from 10am to 3pm.

LEAFLET & WEB DESIGN please allow £30 per hour - or we will quote individually. We can also help with domain names, and website hosting.

## LEAFLET DISTRIBUTION

INSERTION as LOOSE FLIERS by post or at shows Booking Fee of £10 per job plus 6p for an A5 flyer or 8p for an A4 single sheet or folded leaflet of normal weight paper, plus 1p per fold if required. Heavy papers (eg glossy or card) are charged at 1p per gramme weight so may cost more. Much heavier items, eg brochures, are considered individually in relation to the total mailing cost. Discounts are given for major distribution jobs. Here is a ready-reckoner for two typical leaflet formats.

A5 flyers (half a sheet)	A4 flyers/leaflets (one sheet)
£10 booking fee + £60/k	£10 booking fee + £80/k
1,000 copies = £70	1,000 copies = £90
2,000 copies = £130	2000 copies = £170
3,000 copies = £190	3000 copies = £250

## EXHIBITION LEAFLET DISPLAYS

Booking Fee of £10 plus 12p (A5) or 16p (A4) minimum per item + 1p per fold if required. Heavy papers (eg glossy or card) are charged at 2p per gramme weight so may cost more. Here is a ready-reckoner for two typical leaflet formats. Please see separate listing of Events.

A5 flyers (half a sheet)	A4 flyers/leaflets (one sheet)
£10 booking fee + 12p	£10 booking fee + 16p each
100 copies = £22	100 copies = £26
200 copies = £34	200 copies = £42
300 copies = £46	300 copies = £58
400 copies = £58	400 copies = £74
500 copies = £70	500 copies = £90