

# Advertising in TOTALLY TAE KWON DO THE GLOBAL TAE KWON DO MAGAZINE



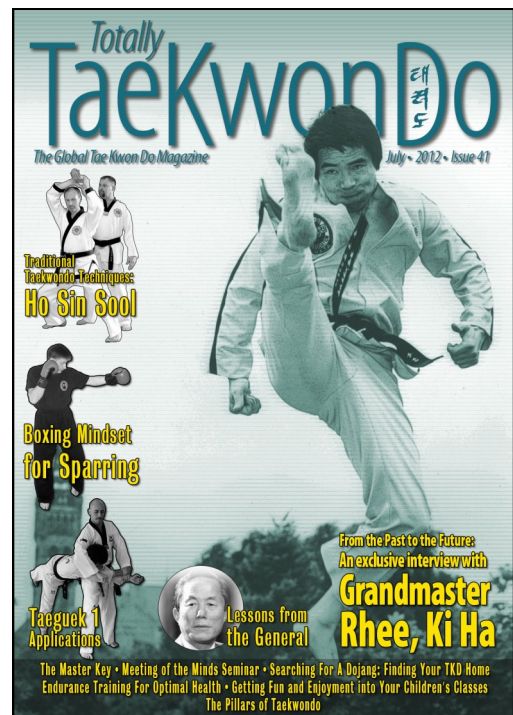
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# Advertising in TOTALLY TAE KWON DO THE GLOBAL TAE KWON DO MAGAZINE

**Totally Tae Kwon Do** is an online magazine available via the internet. It is designed to fill a void for the estimated 10 million people who practice Tae Kwon Do globally.

When we started there were only two Tae Kwon Do magazines available, one was in Australia (which has since closed since we began) but was rarely seen outside that continent and one is US based which is shipped abroad but at a cost.



It's a magazine dedicated to all aspects of the martial art of Tae Kwon Do, arguably the world's most popular martial art and Olympic sport. The magazine will cater for all styles of the art, therefore capitalizing on the whole art and sport rather than a section of it - that's up to 10 million students and instructors worldwide and growing all the time.

The magazine is subscription based, but subscribers can read it on their PC's, iPads, iPhones etc. or can print it out into a hard copy version, which gives it a major advantage over traditional paper printed only magazines.

At the time of writing we have released 42 issues.

## **Totally Tae Kwon Do versus Traditionally Published Tae Kwon Do Magazines**

**Cost** - A traditional paper published Tae Kwon Do magazine is limited in size and costs both to the magazine and the reader. **Totally Tae Kwon Do** is PDF based and therefore not limited to either printing costs or the end user's ability to purchase it. It is also Green!

**Quality** - Don't be fooled into thinking this is a low quality internet newsletter type of magazine. The editor is Stuart Anslow, a well respected Tae Kwon Do instructor, author of 8 top selling Tae Kwon Do books including '*Ch'ang Hon Taekwon-do Hae Sul*' as well as numerous well received articles for the martial arts press spanning the last 9 years so be assured that the magazine will feature articles that the Tae Kwon Do world wants to read.

**1st Issue** - As testament to the quality of the magazine, in its very first issue we have an interview with one of the world's newest film stars, who is also a Black Belt in Tae Kwon Do, *Dev Patel*, star of the hit movie *Slumdog Millionaire*, as well as exclusive articles from some of Tae Kwon Do's top authors such as *Alex Gillis* (author of *Tae Kwon Do: A Killing Art*), *Simon O'Neill* (author of the *Taeguk Cipher*) as well as articles from respected authorities on Tae Kwon Do around the world.

**Availability** - Traditionally paper published Tae Kwon Do magazines are available mostly in the country of origin with a few exports (at a cost) to other countries. **Totally Tae Kwon Do** is available to every country, in every home, across the world that has an internet connection and with an estimated 195 countries, that's an audience of incomparable scope for advertisers compared to more traditionally published magazines.

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**Advertisers** - An advert in a traditionally published magazine only provides sales opportunities for a very limited period. The advert may be available for viewing in back issues, but the return on this is relatively small in comparison to the original issue period. **Totally Tae Kwon Do** offers advertising with much better longevity, as even when the next issue comes out, the previous issue is still available to download, and when new readers find a new issue and enjoy it, they can then download the previous issues meaning your advert will still be seen time and time again well into the future, making it the most cost effective magazine advertising you can get!

**Readability** - Some people love PDF and online magazines, others prefer paper magazines that they can read curled up on the sofa with a hot chocolate. A traditional paper published magazine fulfils one of those criteria, whereas **Totally Tae Kwon Do** fulfils both. It can be printed out just like any standard magazine or it can be read on a PC, Blackberry, iPod or even mobile phones that support PDF, it's really down to the reader's preference.

**Impact** - Due to its qualities, all adverts gain maximum impact from full colour. No more deciding on cheaper black and white ads to save costs and having to accept a lower impact on the reader's senses!

**Eco Friendly** - That's right, as there's no industrial printing **Totally Tae Kwon Do** is eco friendly. Furthermore, it has such a low carbon footprint, that despite the possibility of millions of potential readers, it will hardly leave a trace on the environment.

**Advertising Costs** - Advertising in **Totally Tae Kwon Do** is cheaper than you may think, in fact you will find advertising within the magazine cheaper than virtually all its rivals. Furthermore, considering all adverts are full colour and their impact lasts much, much longer than any traditionally published magazine can hope to match, it is by far and away the most cost effective advertising you are likely to invest in.

**2012 Onwards** - All our advertising rates have been revised, to give potential advertisers even more VFM.

**Sponsors** - We also have Sponsorship deals that may suit you, please see the Sponsorship section of the web site for further details and deals.

**Don't miss the opportunity to advertise in what is the No. 1 Tae Kwon Do magazine for students and instructors of Tae kwon Do , worldwide. Get in touch now!**

**Email: [adverts@totallytkd.com](mailto:adverts@totallytkd.com)  
to book your advertising space now**

**Or call +44 (0)7759 438779 for further details**

**Email: [adverts@totallytkd.com](mailto:adverts@totallytkd.com) to book your advertising space now**

*Advertising In*  
**TOTALLY TAE KWON DO**  
*- Cheaper, Easier -*

**We have decided to simplify our advertising process inline with the layout of the magazine.**

**We have 4 space types available:**

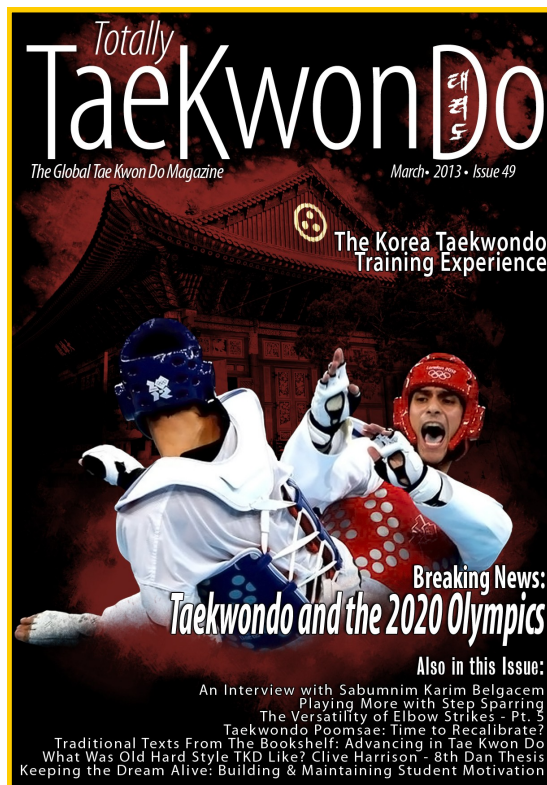
- A. Full page with borders**
- B. Full Page with full bleed**
- C. Half Page**
- D. Quarter page**

**Each is priced accordingly on the next pages. We have also included examples for you.**

**Please note we also offer bonus advertising for both half page and full page adverts.**

**Email:**  
**[adverts@totallytkd.com](mailto:adverts@totallytkd.com)**  
**to book your advertising space**

**Or call +44 07759 438779 for further details**



**BONUS**

**Take out a half page advert and you get the bonus benefit of us running your advert on our [Facebook](#) page, which has over 9,000 subscribers.**

**Take out a full page advert and you not only have the advantage of the Facebook page, but also we will add some lines about what you are advertising, including web page links, to our mailing list, which is, at last count, over 3,000 strong!**

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# TOTALLY TAE KWON DO

## ADVERTISING RATES

RETAIL			
<i>Size</i>	<i>Cost per 1 Issue</i>	<i>Costs for 2 Issues</i>	<i>Cost for 3 Issues</i>
Full Page (Bordered or full bleed)	£100	£170	£250
Half Page	£70	£120	£220
Quarter Page	£40	£70	£100

**For Examples please see the following pages**

### **Bonuses**

As an added bonus - all *half page* adverts get to advertise on our Facebook page (9000+ subscribers) and all *full page* adverts get the benefit of advertising both on the Facebook page + on our news letter (which is 3000+ strong) - for the month/s the adverts run.

- All advertising is on a '*per issue*' basis.
- All adverts must be paid up front, before inclusion
- All adverts must be in JPEG format
- All adverts must be received (including payment) before the deadline date
- Failure to adhere to the deadline for paid adverts will mean they appear in the next issue
- Advertisers may change/amend their adverts as long as they are received before the deadline date
- All prices quoted are in UK£ Sterling
- Payments accepted via Paypal only with +5% to cover their fees

### **PAYMENT**

Payments can be made via cheque (please allow 5 days to clear), direct bank transfer or Pay Pal (with +5% to cover their fees). All cheques made payable to '*Harrow Martial Arts*'

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# TOTALLY TAE KWON DO

## ADVERTISING EXAMPLES


Below are examples of:

- **Half Page Advert** - will appear at the top or bottom of a page
- **Quarter Page Advert** - will appear at the bottom of a page (usually)
- 

On the next two pages are examples of

- **Full Page Adverts**, one with 'Borders' so it prints correctly on home printers and the next with 'Full bleed' so it covers the entire page.
- *All adverts are based on standard UK A4 sized paper (the standard for home printers)*

## Practical Karate for Real Combat



Iain Abernethy's approach to karate has revolutionised the training of thousands of people. Through his books, DVDs and seminars, Iain has shown how the traditional kata were created to be a logical and structured record of practical fighting techniques. Iain's fusion of old and new, east and west, is highly pragmatic, easy to adopt, and will only add to your current training and study. A member of the "Combat Hall of Fame", Iain also holds the rank of 5th Dan in Karate (BCA & EKGB) and is one of the few people to hold the position of "Coach" (the highest instructor rank) within the British Combat Association; one of the world's leading practical martial arts groups. Iain is in great demand on the seminar circuit and each year he teaches many popular and inspiring seminars in the UK, mainland Europe and beyond.

*"This guy's bunkai (kata application) isn't bulls#it!"* – Marc "Animal" McYoung


*"It was really interesting to see how kata applications are truly meant to work and work effectively"* – Peter Consterdine 8th Dan

*"Iain Abernethy brings Karate back into the Real Arena"* – Geoff Thompson 6th Dan

Visit **[www.iainabernethy.com](http://www.iainabernethy.com)** for the following:

- Secure on-line ordering of Iain's Books & DVDs (signed on request)
- Regular Karate Podcasts (also on i-tunes under "Iain Abernethy")
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## www.iainabernethy.com



www.pioneerTKD.com

True gold does not fear the test of fire

# Pioneer Tae Kwon Do

## Association

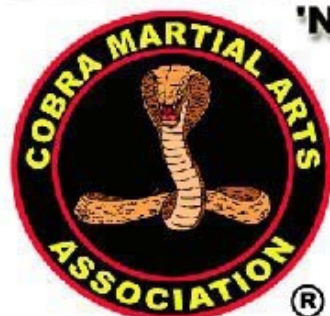
Putting the "Martial" back into the art of Tae Kwon Do

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# COBRA MARTIAL ARTS ASSOCIATION

'NATIONAL SUPPORTING BODY'



**MASA**✓

The Martial Arts  
Standards Agency

Established in 2002 The Cobra Martial Arts Association (C.M.A.A.) has grown to be a National Supporting Body catering for Instructors and Students of all styles around the U.K. & Eire.

The most important thing to note is that we understand it is **YOUR** choice to join us and that we do not own you or your club and as such will never try to govern you.

If you already have a club (however large or small) and are fed up of teaching somebody else's style and would like more freedom to teach what you want, or you would like to open one teaching your own system or style then get in touch.

We can even help you to write or develop your own syllabus.

**For full details go to our National Website:-**

**[www.cmaa.co.uk](http://www.cmaa.co.uk)**

**Telephone: 0044 7909 673894**

**(Quote Code: TotallyTKD)**

***C.M.A.A. TRAINING & RESOURCES***

CRB & Disclosure Scotland checks: - [www.disclosure.me.uk](http://www.disclosure.me.uk)

Instructor Training: - [www.martialartsinstructor.co.uk](http://www.martialartsinstructor.co.uk)

HSE Certified First Aid Courses: - [www.cobrafirstaid.co.uk](http://www.cobrafirstaid.co.uk)

Quality Club Award: - [www.cobraqualityclub.co.uk](http://www.cobraqualityclub.co.uk)

**MASA**✓

The Martial Arts  
Standards Agency

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# The Legend Returns

As a national champion point fighter three years in a row, Wallace captured virtually every major event on the tournament circuit. The more prestigious victories included: the U.S. Championships (3 times), the USKA Grand Nationals (3 times), and the Top Ten Nationals (2 times).

He was such a dominant figure in martial arts that Black Belt magazine, the bible of industry publications, named him to its Hall of Fame three times in seven years - twice as "*Competitor of the Year*" and once as "*Man of the Year*."

In 1973, Wallace, whose education includes a bachelor's degree (1971) in physical education from Ball State University and a master's degree (1976) in kinesiology (the study of human movement) from Memphis State University, suffered what many considered a career-ending injury. However, one of Wallace's friends, the late Elvis Presley, flew in a Los Angeles acupuncturist to treat the Karate champion at Graceland Manor.

A year later, Wallace turned professional and captured the PKA middleweight karate championship with a second-round knockout (hook kick) of West German Bernd Grothe in Los Angeles. He relinquished the crown in 1980, undefeated and respected around the world.

Focus Martial Arts  
Presents

**Bill 'Superfoot' Wallace**

**Train with the Legend**

**Sunday 17th May 2009**

**Juniors 10am — 12pm**

**Adults 1pm — 4pm**

**Limited places available  
To avoid disappointment  
Book your place NOW!!**

**[www.focustkd.com](http://www.focustkd.com)**

## Seminar Fee

**Advanced booking**

**Juniors - £25.00**

**Adults - £50.00**

## Late bookings fee

**Juniors £40.00**

**Adults £75.00**

**New Lower  
Fee's**

**Venue: Tiffin Boy's Grammar School  
Queen Elizabeth Road, Kingston,  
Surrey, KT2 6RL, UK**

**Call: 07900 498289 or 01344 486867**

**email: [focustkd@focustkd.com](mailto:focustkd@focustkd.com)**

**Or visit the web site [www.focustkd.com](http://www.focustkd.com) for more details**



# TOTALLY TAE KWON DO

## ADVERTISING EXAMPLES

In case you haven't realised just how much Totally Tae Kwon Do magazine has taken the Tae Kwon Do by storm, just take a look at what's been in in so far:

We have continual articles from the top authors of Tae Kwon Do books such as Alex Gillis (*A Killing Art*), Stuart Anslow (*Ch'ang Hon Taekwon-do Hae Sul*), Simon O'Neill (*The Taeguk Cipher*), Keith Yates (*Complete Book Of Taekwondo Forms*), Kevin Brett (*The Way Of The Martial Artist*) Mathew Sylvester (*Practical Taekwondo*) and Iain Abernethy (*Throws For Strikers*).

As well as profiles and interviews with legendary pioneering masters such as Grandmaster Kim Kwang Sung, Grandmaster Yoon Byung-In, Grandmaster Kang Rhee (Instructor of Elvis & Bill 'Superfoot' Wallace), Grandmaster C.K. Choi, Grandmaster Lee Yoo Sun, Grandmaster Rhee, Ki Ha, as well as well known names such as Slumdog Millionaire star Dev Patel with more to come... and that's amongst all the other fantastic articles from all factions of the Tae Kwon Do community.

The magazine has gained worldwide approval and many readers are cancelling their subscriptions to traditional paper based TKD mags such is their appraisal of Totally TKD.

**Still, it is totally your choice of course!**

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You`d be a fool not to advertise in

# TOTALLY TAE KWON DO

THE GLOBAL TAE KWON DO MAGAZINE



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