

MEDIA KIT 2026

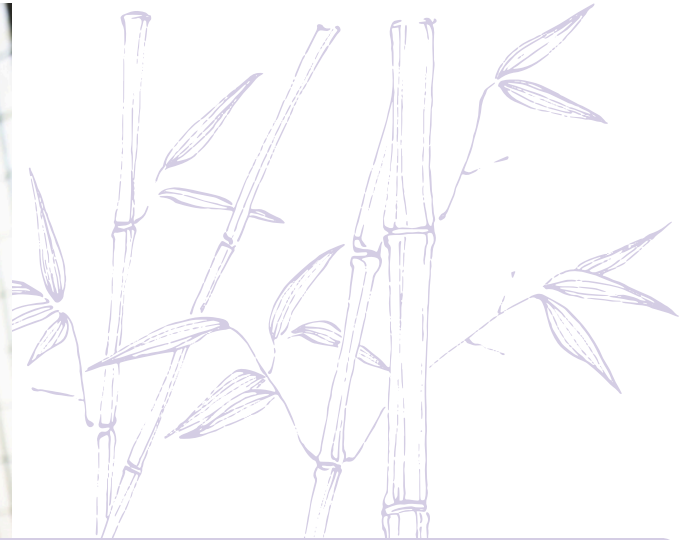
Shiatsu Society UK

Advertise with us and reach the largest community of Shiatsu practitioners and enthusiasts in the UK.



www.shiatusociety.org

WHY ADVERTISE WITH US?



On a mission to promote and support the highest standards of Shiatsu practice across all communities since 1981.

Shiatsu Society UK

The Shiatsu Society is the UK's leading professional association for Shiatsu professionals, practitioners and enthusiasts – we are the hub of Shiatsu activity within the UK.

We ratify schools and develop educational practices, and support registered members through all stages of their personal and professional journeys with Shiatsu. We are also involved with networking and political liaison, and we promote evidence-based clinical research into Shiatsu.

REASONS TO GET INVOLVED

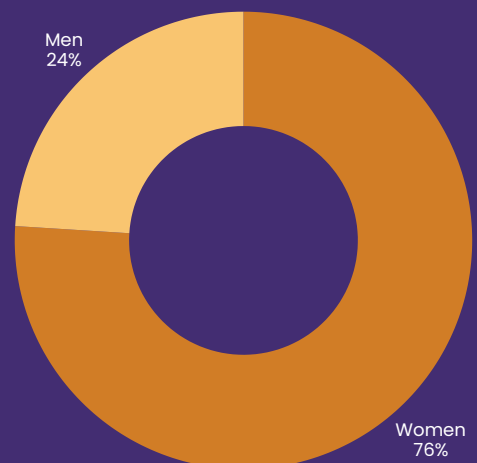
<p>more than 400 registered Shiatsu practitioners</p>	<p>more than 20 ratified Shiatsu schools</p>	<p>more than 600 registered members</p>
<p>more than 3000 followers on Facebook</p>	<p>more than 2300 followers on Instagram</p>	<p>more than 700 email subscribers</p>
<p>more than 1400 page reach</p>	<p>more than 16000 profile views</p>	<p>more than 68% open rate</p>

AUDIENCE

Women: 76%

Men: 24%

Location: United Kingdom



E-NEWS ADVERT



Promote your **events, courses** or **one-to-one** sessions in our newsletter.



The Shiatsu Society UK e-News is a monthly email sent out to more than **700 subscribers** with the latest developments and updates from the Shiatsu community.

PRICE PER ADVERT:

Member: £45

Non-member: £65



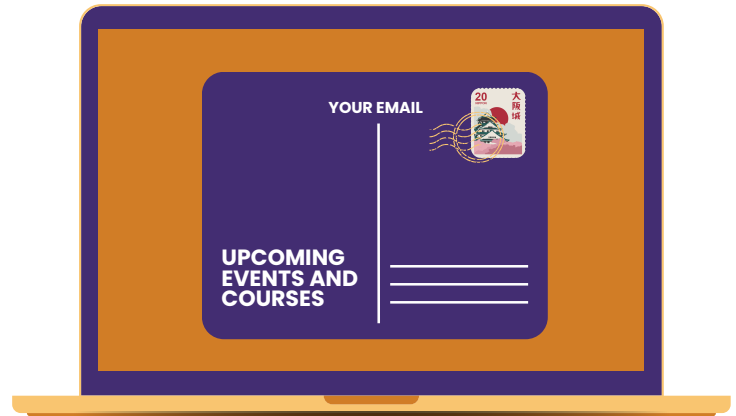
DISCOUNTED BUNDLE:

Run the same advert in 3 consecutive newsletters to receive **20% OFF** the final price.



SOLUS EMAIL

Reach our community with a **solus email** customised to your needs.



Introduce your organisation, send out updates, advertise or provide details of upcoming courses, workshops and events to more than **700 subscribers** from our database.

PRICE PER EMAIL:

Member: £90

Non-member: £110



DISCOUNTED BUNDLE:

Book 2 emails to receive **20% OFF** the final price.



SOCIAL MEDIA

Stand out with **interactive posts** on our social media platforms.

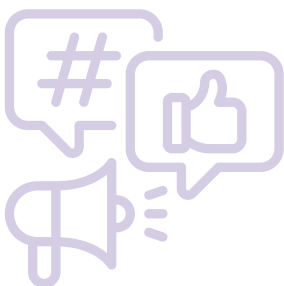


Promote your events, courses, workshops or one-to-one sessions to more than **5000 followers** across 3 of our most popular platforms: **Instagram, Facebook** and **LinkedIn**.

PRICE PER POST:

Member: £50

Non-member: £70

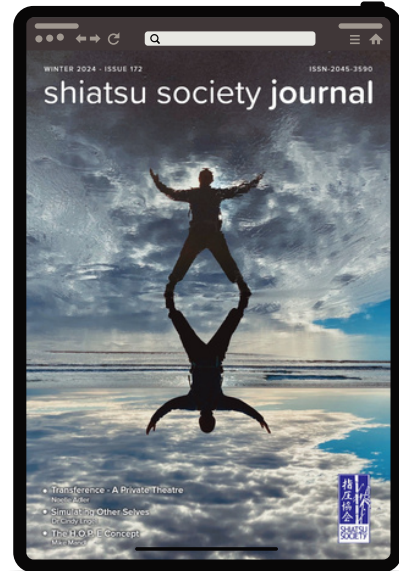


Each post will be uploaded on **3 platforms** and shared in the 'stories'.



JOURNAL

The only **Shiatsu** digital journal and printed magazine in the UK!



Published every quarter, the Shiatsu Society journal is full of interesting articles insights and news. Our journal is a great opportunity to reach our community in a **digital** and **printed** format.

PRICE PER ADVERT:

- 1/4 page £100 (Mono)
- 1/4 page £120 (Colour)
- 1/2 page £170 (Mono)
- 1/2 page £200 (Colour)
- Full page £320 (Mono)
- Full page £380 (Colour)

Members receive a 10% discount!



SPECIAL BUNDLES

Combine 2 of our **media packages** for a **special price!**



E-NEWS ADVERT + SOCIAL MEDIA

Member: **£75** (save **£20**)
Non-member: **£115** (save **£20**)

Includes:

One advert in the monthly e-News and one social media post shared across 3 platforms (Instagram, Facebook and LinkedIn)

CUSTOM EMAIL + SOCIAL MEDIA

Member: **£120** (save **£20**)
Non-member: **£160** (save **£20**)

Includes:

One solus email and one social media post shared across 3 platforms (Instagram, Facebook and LinkedIn)



ADVERTISE FOR FREE

Shiatsu Society members have **free advertising** opportunities as part of their membership, including:

Members' Facebook group monthly post:

Promote your services and offerings to our private members' community by following the promotional guidelines each month.

Shiatsu Society website:

Promote workshops, events or courses within the **Grassroots Shiatsu** section of our website.

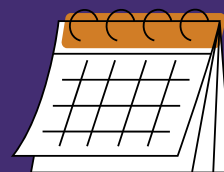
Social media tags:

Tag our social media accounts [@shiatsusociety](#) and we will share your content as frequently as possible.

Get involved!

We are always organising new marketing campaigns that promote and support the highest standards of Shiatsu practice. Get in touch to find out more.

KEY DATES FOR ADVERTISEMENTS



e-News 2026

Month	Publication	Deadline
Jan	24th	17 th
Feb	20th	16th
Mar	27th	23rd
Apr	24th	20th
May	22nd	18th
Jun	19th	15th
Jul	24th	20th
Aug	21st	17th
Sep	25th	21th
Oct	23rd	19th
Nov	20th	16th
Dec	18th	14th

Journal 2026

Edition	Publication	Deadline
Winter	06/01/2026	14/11/2025
Spring	01/04/2026	14/02/2026
Summer	01/07/2026	14/05/2026
Autumn	01/10/2026	14/08/2026

POLICY ON PUBLISHED CONTENT

UPDATED JULY 2025

SSUK has an important responsibility to ensure that all organisational communications reaching SSUK members and members of the public, e.g. via the SSUK journal, the monthly e-News, and social media platforms, are aligned with the values and mission of our organisation. Read more about our values [here](#).

This policy applies to all content that flows through our channels, including articles submitted by members and contributors, social media posts in our FB members' group, and any advertisements placed by our members and non-members.

Crucially, we are bound by the rules and regulations of the **Advertising Standards Agency** (ASA) and **Committee of Advertising Practice** (CAP) and by our membership of the **Complementary and Natural Healthcare Council** (CNHC):

Advertising compliance is a very high-profile topic currently, and we are being checked to ensure we are complying. SSUK is unable to publish or endorse any health or treatment claim which is not backed up by verified evidence-based research, i.e. someone's opinion, even if we believe it to be true, cannot be placed in an advertisement without the supporting evidence to back it up.

See information below:

- [Health: Shiatsu - ASA | CAP](#)
- [Health: Tai Chi - ASA | CAP](#)
- [Guidance on health therapies and the claims to avoid if robust evidence is not held - ASA | CAP](#)
- [Therapies: Massage and body work - ASA | CAP](#)
- [Health: Chinese herbal medicine or traditional Chinese medicine - ASA | CAP](#)
- [Claims in testimonials and endorsements - ASA | CAP](#)

All content submitted for publication by SSUK will be vetted against the above and against organisation values. Any language which could be interpreted as offensive, out of date, non-inclusive, discriminatory or derogatory, will be removed or the author alerted. This policy will be reviewed annually to make sure we are keeping up to date with any changes.



CONTACT

To **book your package**
or find out more, please email
office@shiatusociety.org

www.shiatusociety.org