

Association for Family &  
Systemic Psychotherapy

# Advertising with AFSP

AFSP is the Association for Family and Systemic Psychotherapy in the UK. The association provides a range of advertising opportunities. Whether you have a vacancy to fill, or a course, event, CPD, service or product to promote, options are available in a variety of sizes and durations to suit varying budgets and requirements.

## Advertisers regularly include:

- **National Health Service trusts**
- **local authorities**
- **private healthcare providers**
- **educational institutions**
- **counselling organisations**
- **charities and non-profits**

Target a specific audience of qualified family and systemic psychotherapists as well as students in training. We currently have over 3000 members (November 2025). The rich editorial content of *Context*, the association's magazine, and our website content is also of interest to other professionals working therapeutically with children, adults and families.

AFSP offer three advertising channels, with prices starting from £160.

1. The **Website** ([www.aft.org.uk](http://www.aft.org.uk)): A useful resource for family and systemic psychotherapists and related professions and anyone seeking more information about family therapy and systemic practice. Advertising is available on the **Jobs** page, the **Events Calendar** (short courses, workshops, conferences and events, and the **Training Courses** pages (training courses leading to professional qualifications accredited by AFSP and other long training courses). The advertising pages can be viewed online both by members of the association and the general public.
2. **Direct Email** adverts sent by AFSP on behalf of the advertiser to the AFSP membership. These can be timed to suit your advertising needs.
3. **Context** is the magazine for the association received by all members and additional subscribers. Produced by AFSP, it is a bi-monthly A4 format, full-colour specialist publication. Context includes editorial, rich and varied articles, special themed issues, high profile interviews and case studies describing practice within family and systemic psychotherapy. Reporting on news, views, research and developments affecting the profession keeps AFSP's membership well informed. Context is published in mid February, April, June, August, October and December (the deadline for receipt of advertising bookings and copy is the 15th of the month prior to publication). Members receive Context free of charge as part of their membership in print and online. It is also available as a subscription and for sale to non members.
4. Please note that AFSP do not offer agency commission.

**To discuss your advertising requirements please contact Louise Norris at  
[Louise.Norris@aft.org.uk](mailto:Louise.Norris@aft.org.uk)**

# Website advertising

## Website listing on the jobs and events pages

<b>Recruitment</b>	£200	Price per job
<b>*Event</b>	£160	Price per short course, workshop, conference or event

\* CPD short course, workshop, conference, or other event.

Website adverts are generally uploaded within 2 working days of receipt of final copy/content, logo, invoicing address and purchase order (if this is required for the invoice to be paid).

Adverts may include relevant logos and attachments supplied by the advertiser.

- **Recruitment adverts** are listed on the jobs page, and selecting that job leads to a detailed page about the vacancy. Recruitment adverts placed on AFSP's website run for one month unless the closing date sooner than a month from publication. Adverts may be extended for additional months at 20% discount. Follow this link and click search to view the Jobs page: [https://www.aft.org.uk/networking/opening\\_search.asp](https://www.aft.org.uk/networking/opening_search.asp)
- **Events adverts** are listed on the Events Calendar, and selecting that event leads to a detailed page about it. Listings are accompanied by an image on the calendar and may include additional images within the description. Event adverts run until the event takes place unless the advertiser requests that the advert is removed from the calendar, for example if fully booked. Follow this link to view the page [https://www.aft.org.uk/events/event\\_list.asp](https://www.aft.org.uk/events/event_list.asp)
- Adverts may be extended for additional months at 20% discount off rate card.

## Website listing discounts

	<b>1st listing</b> taken with a print or email advert	<b>2nd listing</b> taken at the same time as the 1st	<b>Additional listings</b> at the same time as 1st and 2nd
<b>Recruitment</b>	£160 (inc. 20% discount)	£160 (inc. 20% discount)	
<b>*Event</b>	£128 (inc. 20% discount)	£128 (inc. 20% discount)	£96 (inc. 40% discount)

\* CPD short course, workshop, conference or other event.

- 20% discount is offered for the 1st website listing taken with a print advert.
- 20% discount off the standard website rate is offered for the first additional recruitment, training course or event listing starting concurrently with the 1st.
- 40% off the standard website rate is offered for additional **event** listings taken at the same time as the 1st and 2nd.
- 20% off the standard website rate is offered for website adverts taken at the same time as an email advert.

## Website banner

<b>AFSP-accredited training page</b>	£209 per month
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If supplying artwork for a website banner please note that it should be in RGB colour and either jpg or png format and 700 pixels wide x 200 pixels high

Banner adverts link to the advertiser's website.

# Direct Email advertising

## Email advert

<b>Recruitment</b>	£507 (up to 3 job roles may be listed in the same advert)
<b>Training course</b>	£470 (up to 3 courses may be listed in the same advert)
<b>*Event</b>	£434 (up to 3 events may be listed in the same advert)

\* CPD short course, workshop, conference or other event.

Email adverts include design (using client-supplied copy, logos and links) and a proof email, to be approved by the person booking, prior to the email being distributed to AFSP members.

The advert will sit between an AFSP header and footer.

Please note receiving emails from AFSP is an opt-in service for the association's members. We currently have over 2900 email addresses to which we may send email marketing communications (November 2025).

The image shows a screenshot of an email advertisement. At the top, it says "Advertisement" and features the logo of the Association for Family & Systemic Psychotherapy (AFSP) with the text "CPD opportunities". Below this, the email is addressed to "Dear Louise," and states: "The following events are advertised by AFT on behalf of The Systemic Development Partnership." The main content is a promotional banner for "Systemic Organisational Practice – Training and CPD" by "THE SYSTEMIC DEVELOPMENT PARTNERSHIP". The banner includes the tagline: "Working together to develop systemic skills, agency and choice In leadership and consulting practice:". Below the banner is a photograph of a diverse group of people sitting around a table in a meeting or training session. At the bottom of the email, the text reads: "The Diploma in Systemic Leadership and Consulting Practice 2026 Feb - Oct 2026 | London - Online - Vienna".

Example

# Print advertising

## Display advertising in *Context*, the magazine for family therapy and systemic practice

New - Full page prime *	Full page	Half page	Quarter page	Eighth page
£800	£700	£500	£350	£230

\* Prime positions are available for full page adverts only and the advert area is full A4 plus 3mm bleed on all sides - available on the inside front and back, and back cover only

Reduced price website advertising is available when taken at the same time as a print advert (please see the website listing discounts on page 2 for details).

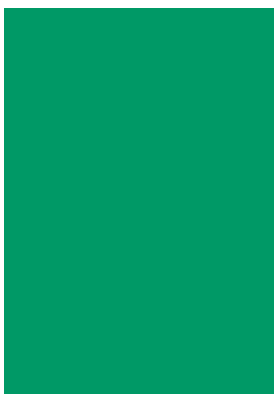
## Complete artwork specification for print adverts

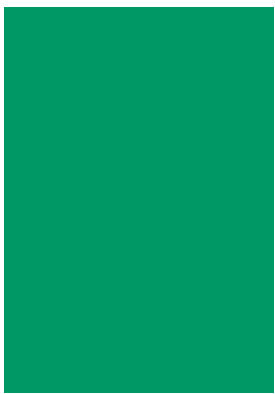




Artwork must be supplied as an electronic file via email to [Louise.Norris@aft.org.uk](mailto:Louise.Norris@aft.org.uk) to the correct specification:

- PDF format
- at the correct dimensions
- all fonts converted to curves/outlines.
- images (photographs or logos which are not vector images at 300 dots per inch or greater
- colour format CMYK

If complete artwork cannot be supplied to this specification an artwork design / correction service is available at additional cost (£50 per advert).

## Context technical data

<b>Full A4 page - available on the inside front and back, and back cover only</b>	297mm deep x 210mm wide  Must include 3mm bleed on all sides and text must be 10mm from page edge.  Total area including bleed: 303mm deep x 216mm wide	
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<b>Full page</b>	261mm deep x 186mm wide	
<b>Half page landscape</b>	128mm deep x 186mm wide	
<b>Half page portrait</b>	261mm deep x 91mm wide	
<b>Quarter page</b>	128mm deep x 91mm wide	
<b>Eighth page</b>	62mm deep x 91mm wide	

## Invoicing

Payment is required within 28 days and may be made by cheque, BACS, or credit/debit card.

If your organisation requires suppliers to be pre-approved before placing advertising please contact Louise Norris on Louise.Norris@aft.org.uk for AFSP's details.

When advertising is booked as a package of multiple adverts invoices will be sent out when the first advert in the package is published or distributed.

For single adverts:

- Display advertising and inserts will be invoiced once *Context* has been sent to be printed, normally at the end of the month before publication.
- Website advertising will be invoiced once your advert is uploaded to the website.
- Email advertising will be invoiced once your advert is distributed to AFSP's members.

## Terms and conditions

The term "advertiser" refers to the party who is booking the advertising space and who is responsible for payment. The term "publisher" refers to the Association for Family and Systemic Psychotherapy.

1. Advertisements must conform to the British Code of Advertising Practice and must accurately reflect the product and/or service being advertised.
2. Advertisements are subject to the publisher's approval, which will not be unreasonably withheld; they must also be recognisable as an advertisement and not resemble editorial matter. The publisher reserves the right not to accept advertising which is in opposition to the ethos of the association or in any way detrimental to the association.
3. All claims made in advertisements must be true, accurate and capable of being supported by appropriate evidence and must be made available to the publisher upon request.
4. The publication of an advertisement by the publisher does not constitute endorsement of the advertiser, its products or services by the publisher.
5. The publisher reserves the right to increase advertisement rates, to amend the terms and conditions and to amend publication dates at any time.
6. The publisher will not be liable for any loss or damage caused by amendment, error, late publication or non-publication from any cause whatsoever.
7. The publisher will not accept liability for any error on the part of third parties and/or inaccurate copy instructions.
8. The publisher reserves the right to publish the most appropriate copy should complete artwork not be received or artwork set in-house not be approved by the stipulated time.
9. Prices are subject to change at any time prior to (but not after) acceptance of your order.
10. Space reserved in *Context* magazine by an advertiser must be paid in full upon demand where the advertisement is not published due to an act and/or omission by the advertiser. Cancellation of an advert in *Context* will not incur any cost if this occurs within one week of the booking deadline.
11. Invoices are payable within 28 days of invoicing date. If the payment has not been received by this date, credit facilities may be withdrawn and all further credit facilities withheld until payment has been received.
12. If the advertising organisation requires a purchase order number present on AFSP's invoice in order for it to be paid, adverts will not be printed, published or distributed prior to supply of the necessary order and space may only be provisionally reserved. It is the advertiser's responsibility to inform the publisher if their organisation will not pay invoices without a purchase order.
13. Credit facilities may be withdrawn at any time without prior notice.
14. The Association for Family and Systemic Psychotherapy reserves the right to charge interest and administration fees on all amounts outstanding beyond the payment date(s) shown on its invoices applied in accordance with the Late Payment of Commercial Debts (Interest) Act 1998 and all subsequent amendments.