

TODAY'S
AUGUST 2025



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TODAY'S WITCH MAGAZINE
AUGUST 2025
NEWS LETTER

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Meet the Staff

Edward Sott (CEO)



Edward Sott is a Theologian and Historian and runs a Non-profit organization. And he's a military Veteran. He was since childhood inspired to write novels and plays. He currently resides in Pennsylvania and has traveled throughout the world. He is the founder and CEO of Covered Bridge Press LLC, and of "Today's Witch" Magazine. His goal is to educate the public and bring traditionalism back to the craft and its practices. He is an Alexandrian Wiccan High Priest and Elder.



David Larsen (Vice President)

David Larsen is an over the Road Commodities Relocation Engineer, (AKA truck driver) He is also a history buff and a word smith. He currently resides in Florida and wherever the road and his dog Joey might take him. He is also world traveled from his military experience and driving. David is Co-Author with Edward Sott of Two Novels A Time for Redemption and A time for Retribution he is also A Vice President of Covered Bridge Press, LLC and a member of the Board of Directors of "Today's Witch" magazine. He is an open-minded Christian and Friend of the Pagan Community. He understands the value of spiritualism.



Earl Williams (Hum. Res. Director)

My name is Rev. Earl Williams.

I have been in the pagan community for 20 years, holding a position as an ordained minister for 17 of those years. I am currently the Human Resources manager for Covered Bridge Press. I am happy and honored to also be a part of the new publication, "Today's Witch" magazine, due to be released mid-October of 2023.



Melina Valdejo (Staff Writer)

Being interested in many traditions and "finding the gold" in each one, Melina labels herself as an Eclectic and enjoys the concept of the "Spiritual Mosaic" as stated by Thomas Ashely-Farrand. Her strengths lie in personalizing her Spiritual path. As a Priestess of the Well of Avalon, she enjoys finding unique, practical approaches to situations and magickal workings drawing from her direct inspiration and her ever-widening background. "By putting ourselves in alignment with deity we can rise above situations and find our true path, we are all 'in the process'". Melina is the owner of Pathways New Age Books & Gifts, a brick-and-mortar resource center honoring all traditions located in St Louis, Missouri. If you're a traveling author or artist, please contact her at Melina@pathwaysstl.com to get details on how to present at her shop.



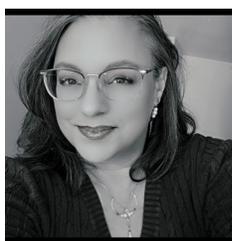
Emily Thornton (Managing Editor)

My name is Emily Thornton (Emma Gardner) and I have my Masters in Journalism. I love editing work and working with others. I have written numerous articles along with having my own column with local newspapers for over 10 years. Even though I grew up in a fairly religious household, I have always felt a love of nature and the metaphysical. I have an affinity for green magic and I love reading tarot for people around me. I even opened my own little side business called Celtic Readings, Oils and Sundries. I love stories and providing perspective to people at a crossroads. I work with Brigid mainly, but love the Celtic pantheon of deities.



Zannah Matejak—Social Media Director

Hello my name is Zannah & I've been a practicing gray witch for 25 years. Initiated Norse shaman. I am a Yoni practitioner, I own an apothecary and metaphysical store. I am a wealth of knowledge of the occult and mythologies as well as a healer in a wide variety of modalities. I love to teach and building online communities on social media. Very passionate with what I do, I am an eclectic pagan who never gets enough knowledge.



Christina Aul (Resident Crone/Staff Writer)

Is a silent partner of the PRC/UPCC who has been active in the online Pagan community for over 20 years. She is a writer, educator, and instructional designer who shares her home in Pennsylvania with her spouse and adult child, three dogs, two cats, and several previous residents of the property. She is a solitary Welsh-Celtic pagan with ancestral roots in Scotland, Ireland, and Norway. Raised in the United Methodist Church, Christina began exploring alternative faiths in her teens and thoroughly deconstructed from Christianity in her early 20s. She considers herself a green kitchen witch and enjoys the oddities of life.



"Brigid" (Marketing Director)

Brigid, our newest Magazine member with Celtic and Indigenous heritage, joins Today's Witch Magazine as Marketing Director, writer, and instructor. A certified astrologer since age nine, she studied Celtic Wiccan/Druidic Alchemy and served as her local coven's historian for several years. With over 40 years of experience and more than 800 clients, Brigid has taught advanced students, marketed magazines, and ghostwritten books. She holds a Bachelor of Science, ODS, and Holistic Practitioner Certification.

Contact Information: Brighidsees@gmail.com or visit AstrologybyBrigid.com.

From the Editor and Staff.

Our New Offerings to Our Pagan Community

Welcome to Today's Witch Magazine! I'm Brighid, the new Marketing Director, with experience in publishing, business services, and a Fortune 500 cosmetics company. I'm excited to help bring new offerings and support to solo pagans, groups, shops, and publications. For more about my background, visit AstrologybyBrighid.com. We believe in our community and quality education! Today's Witch offers support for both individual practitioners and the broader community. The following new features are available to assist with building individual practices, communities, or businesses, and to provide resources for continued development.

***Calling All Pagans!!!! Pagan One and All Hear the Call!!! We invite community members to share their experiences and practices. Stories submitted may be selected for inclusion in the Magazine as part of our initiative to highlight different journeys along the Pagan Path. To have your story considered, please send it to editor@todayswitch.net. Selected submissions may be featured in the publication.

We prioritize community-focused, quality education. Affordable online classes (\$10-15) begin in October with eight experienced instructors teaching traditional skills. Follow us on Facebook at Today's Witch Magazine and Newsletters for updates.

*Check out our Newsletter to receive updates on educational opportunities, events, sponsor highlights, and more. Send your email to editor@todayswitch.net. If you have an event, product, or

***Do you have a book you have been aching to write and publish? We can feature you in

Today's Witch Magazine in the "Ex Libris section" where we feature new and old publications that are relevant to the "Old Ways." We can bring that idea of yours to print/publish that book for you with our in-house Book Publishing company Covered Bridge Press. Information about our publishing company can be found on our website at todayswitch.net.

***Do you have a Business, Event or Art/Musical Groups, you would like to promote? We would love to highlight "Wolf Den Productions" & Pagan Artist Spotlight. We can provide a community outreach with coordinated VO Ads, Production and Distribution. Contact Information: Call 319-400-7583 or send email prairielandradionetwork@gmail.com. Schedule a 1 on 1 Conference At <https://calendly.com/wolfdenproductions>



How to Subscribe

Today's Witch Magazine offers several subscription plans for our magazine. Each will be explained below. If you subscribe there will be additional percentages off the cover price. However there will be one cost for shipping and handling. Payments will be made according to the below instructions: However, fail to miss a payment and you immediately suspend your subscription and will not receive further copy. No Refunds, Returns, or Replacements will be offered.

Subscriptions:

Annual: An annual subscription is 25% off the cover price. The Cover price is \$14.95/issue, which is equivalent to paying \$179.40 the cost per year is \$134.55 + \$120.00 SH, for a total of \$254.55. The SH is one time fee and will not be pro-rated. I know this may sound a bit expensive but due to several issues with the post office and people not receiving their magazines, I now have to ship each issue Priority Mail so that tracking can be provided.

Semi-Annual: Semi-Annual subscription is 20% off the cover price. The cover price is \$14.95/issue which is equivalent to paying \$179.40. The cost of a Semi-Annual subscription is \$143.52 which will be divided into to 6 month payments of \$71.76 + \$60.00 SH which will be charged as follows: First Payment is \$131.76 and the next payment is \$131.76 . Again this may seem expensive but due to several issues with the post office and people not receiving their magazines, I now have to ship each issue Priority Mail so that tracking can be provided.

Quarterly: A Quarterly subscription is 15% off the cover price. The cover price is \$14.95/issue which is equivalent to paying \$179.40. The cost of a quarterly subscription is 152.49 which will be divided into 4 payments of \$38.12 + \$30.00 SH. which will be charged as follows. Each Payment is \$68.12 due every 3 months. Again this may seem expensive but due to several issues with the post office and people not receiving their magazines, I now have to ship each issue Priority Mail so that tracking can be provided.

Monthly: A monthly subscription is 10% off the cover price. The cover price is \$14.95/issue which is equivalent to paying \$179.40. The cost of a monthly subscription is \$13.45 + \$10.00 SH. which will be charged \$23.45. per month, due every month. Again this may sound expensive but due to several issues with the post office and people not receiving their magazines, I now have to ship each issue Priority Mail so that tracking can be provided.

If you opt not to purchase a subscription you can buy the Magazine from our website at cover price. No back issues will be provided with subscriptions so if you wish any of the previous issues you must purchase them individually from our site. Your subscription will start the month of the purchase and proceed until the same month of the following year if Annual, if Semi-annual it will proceed until the 6th issue, if Quarterly it will proceed unto the 3rd issue and if monthly it will proceed month to month from the month of purchase.



Advertise with Us

Advertising Rates:

If you wish to have your shop advertised with us, we have several affordable options available.

A 1/10th to ¼ page advertisement is \$150.00 per year it will start the first month of release and proceed until the same month of the following year. It will be published in our monthly magazine as well as in a banner on our website.

A ½ page advertisement is \$250.00 per year like the previous it will start on the first month of release and proceed until the same month of the following year.

A Full page advertisement is \$450.00 per year. This is a limited quantity advertisement and will not be given on a select page. However, it will rotate throughout the magazine and be present in all issues for a full year's time.

Please be aware all payments must be submitted with the ad no exceptions. Ad's submitted without payment will not be printed in the magazine.

FESTIVAL ADVERTISING

A 1/10th to 1/4 page advertisement is \$50.00. This ad will run for 2 issues prior to your festival.

A 1/2 Page advertisement is \$85.00 This ad will run for 2 issues prior to your festival.

A Full page flyer advertisement is \$150.00 This ad will run for 2 issues prior to your festival.

All advertisement submissions must be submitted 3 months prior to the festival date. They will run in the 2 consecutive issues prior to the date of the event. All advertisements must be submitted with full payment in order to be accepted for a run. There will be no refunds on the cost of this advertisement. Please make sure that all information in your ad is accurate. We are not responsible for any mistakes that are present in your ad.

If there is a date change please submit your changes prior to the 10th of the month; 2 months prior to the first printing of the Ad in the magazine.