

BRITISH WILDLIFE

Have you considered advertising in British Wildlife?

Essential reading for both enthusiast and professional naturalists and wildlife conservationists

The magazine....

- ◆ 84 pages per issue
- ◆ Published every other month, sold by subscription only
- ◆ Illustrated throughout with top quality colour illustrations
- ◆ The only independent magazine covering all aspects of British wildlife and its conservation
- ◆ Accessible – written by acknowledged experts for the non-specialist
- ◆ Authoritative – published with the co-operation of the major British wildlife organisations
- ◆ Regular features – up-to-date wildlife reports, conservation news, habitat management news, book reviews and letters, as well as columns from some of our best wildlife writers
- ◆ Since its launch in 1989, *British Wildlife* has established itself as a quality magazine providing essential reading for both enthusiast and professional naturalists and wildlife conservationists in Great Britain and Ireland.

The readers....

British Wildlife provides an excellent vehicle for advertisers to reach a highly targeted audience not available in any other publication: our readership includes committed amateur naturalists whose interests encompass several areas of natural history, together with specialists and professionals. *British Wildlife* is often recommended reading for higher education degree courses.

- A subscription base of 9,000 addresses, with a readership of between 20,000 and 30,000
- Our readers each belong to an average of 4.43 wildlife conservation organisations
- 93% are actively involved in wildlife/conservation (37% professionally; 8% semi-professionally; 48% voluntary)
- 50% do not regularly read any of the birding magazines; 61% do not regularly read *BBC Wildlife*; 46% do not regularly read *Natural Word* – so advertising in *British Wildlife* enables you to reach a highly targeted audience not reached by other wildlife/birding magazines
- 'Quality response' to adverts: previous advertisers have commented on the number of positive responses they have had to adverts in *British Wildlife*

*Can you afford not to advertise in
British Wildlife?*



BRITISH WILDLIFE

Advertising Rates

Display Advertisements

Size	Dimensions	Single advert		Series of 3 (each)		Series of 6 (each)	
		mono	colour	mono	colour	mono	colour
Full page	210mm x 140mm	£400	£550	£360	£495	£340	£465
1/2 page (horizontal)	100mm x 140mm	£275	£350	£245	£315	£230	£295
1/2 page (vertical)	210mm x 68mm	£275	£350	£245	£315	£230	£295
1/4 page	100mm x 68mm	£155	£210	£140	£195	£135	£190
1/8 page	48mm x 68mm	£95	£135	£85	£120	£80	£115

N.B. All prices are subject to VAT.

Inserts

- £550 for inserts weighing up to 5g each. Heavier inserts are subject to a postage surcharge of £15/g, and are accepted by arrangement only.
- The current circulation is 9,000.
- Please note that inserts should be no larger than A5. Larger inserts should be supplied pre-folded.
- Delivery details, dates, etc will be supplied prior to mailing.

Copy requirements

Copy should be supplied on disk or by email. The preferred formats are: pdf (set to high resolution press quality (300dpi resolution or above), CMYK, spot-colour off), tiff, or high resolution jpeg. We can accept other formats, but please enquire first if using less usual formats (please note that Microsoft Publisher files will need to be re-set and are therefore unsuitable). Files up to 10Mb may be sent by email. If you are unable to supply artwork, British Wildlife Publishing can provide this, subject to prior agreement. A charge will be made for this service.

Booking and copy deadlines

British Wildlife is published around the third week of the following months:
February, April, June, August, October and December.

Issue	Booking	Copy
February	1 January	14 January
April	1 March	14 March
June	1 May	14 May
August	1 July	14 July
October	1 September	14 September
December	1 November	14 November

Terms and conditions

1. British Wildlife Publishing reserves the right to refuse or withdraw any advertisement submitted for publication.
2. Whilst every effort is made to publish an advertisement in the specified issue, the publishers cannot be responsible if this is not possible.
3. No liability is accepted for errors, either of style or fact, in any advertisement published (neither from camera-ready copy nor from in-house designs).
4. Payment for all advertising must be made within 28 days of invoice (invoiced on publication).
5. Cancellation of booking space is subject to charge.
6. A copy of the material proposed for use as a loose insert must be sent to British Wildlife Publishing prior to approval.



For further information, contact:

Anne Branson, British Wildlife Publishing, The Old Dairy, Milton on Stour,
Gillingham, Dorset SP8 5PX; Tel: 01747 835511; Fax: 01747 835522;
e-mail: enquiries@britishwildlife.com

Advertising Booking Form

Company

Address

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Contact

E-mail

Tel:

Fax:

I would like to book the following adverts in *British Wildlife*:

ORDER NO

SIZE

Full page 1/2 page horizontal 1/2 page vertical 1/4 page 1/8 page
Colour Mono

NO OF ADVERTS

Single Series of 3 Series of 6

COMMENCEMENT

Adverts to run from(issue number)(date of publication).

COST

£..... per advert (plus VAT)

Note: if you are VAT exempt, please supply a copy of your VAT exemption certificate with this order.

Signed

Date

Please return this form to:

Anne Branson, British Wildlife Publishing, The Old Dairy, Milton on Stour, Gillingham,
Dorset SP8 5PX; Tel: 01747 835511; Fax: 01747 835522;
e-mail: enquiries@britishwildlife.com