

British Archaeology

THE VOICE OF ARCHAEOLOGY IN BRITAIN AND BEYOND

British Archaeology is the award-winning bi-monthly magazine published by the Council for British Archaeology (CBA), an educational charity working to involve people in archaeology and to promote the appreciation and care of the historic environment for the benefit of present and future generations. Advertising revenue generated by British Archaeology supports the work of this charity.

The Opportunity

Placing an advertisement in British Archaeology puts you in front of all those who are serious about Archaeology. With 68 pages packed with discoveries, news, features, reviews and opinion. It is the largest, brightest, most forward-looking and talked about archaeology magazine ever published in the UK.

Regular Contents Include:

Top News stories that have often featured on Newsnight, the Today Programme and in major UK papers. Features on The latest excavations, discoveries and research. Reports on advances in science, informed comment on current issues, events and exhibition reviews. Council News, opinion and debate, Letters (a forum in print) and Book reviews.

Personal insights from people inspired by archaeology. On the web Innovative archaeology on the world wide web. An insider's perspective on archaeology and A-V media

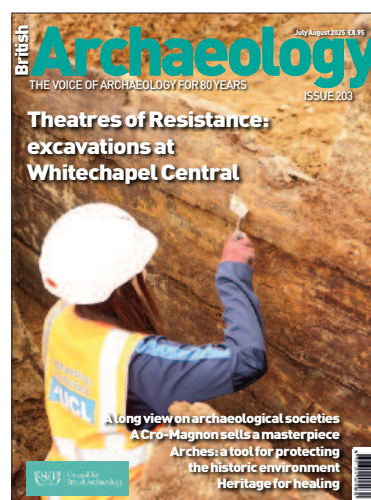
Reader profile

With the majority aged 46+, our readers range from Young Archaeologists considering their education and early careers to retired academics and archaeology hobbyists.

They spend spare time developing their archaeological knowledge, through:

| | |
|--|-----|
| Visiting heritage sites/houses/attractions | 80% |
| Books | 77% |
| TV/documentaries | 74% |
| Specialist magazines | 60% |
| Talks/events | 58% |
| Local history/archaeology groups | 47% |
| Journals | 47% |
| Holidays | 38% |

Readers are keen to participate in archaeological activities. 40% of readers are interested in pursuing training/studying in archaeology. Popular non-heritage interests include: wildlife /environment, walking, film/cinema/theatre, gardening and travel.



British Archaeology

Circulation

With a combination of digital and print circulation, British Archaeology Magazine is distributed to regular subscribers, CBA Members, institutional and organisational audiences both in the UK and Overseas. The printed magazine remains extremely popular and is also sold in more than 200 WH Smiths and 150 leading independent stores across the UK. The printed version reaches over 21,000 individuals (an average of 3 readers per copy). The digital version continues to become increasingly popular and accessible, it now reaches in excess of 25,000 readers. Making the total readership 46,000 +

| Advertisements | Single Insert | Series of 3 or more | Size Height x Width |
|---|---------------|---------------------|--|
| Full Page | £1,100 | £1,000 | Trimmed 297mm x 225mm Bleed 303mm x 231mm Text Grid 290 mm x 218mm |
| Half Page | £670 | £610 | Landscape 130mm x 197mm Portrait 265mm x 96mm |
| Quarter Page | £385 | £350 | 130mm x 96mm |
| Special Postions - please see Full Page dimensions | | | |
| Inside Front Cover | £1,325 | £1,200 | |
| Inside Back Cover | £1,225 | £1,100 | |
| Back Cover | £1,425 | £1,550 | |

Ad Specification

Copy must be supplied as a high res PDF, min 300dpi, CMYK, fonts embedded and crop marks.

Inserts

£75 per 1000 up to 10gms weight (A4 maximum size), heavier inserts by agreement.

UK print run: 6,000 (retail and mailed copies). Series discount for 3 or more insertions of the same ad if booked at the same time. 10% agency discount. All rates shown exclusive of VAT

| Copy Deadlines | Advert Copy | Inserts |
|-------------------------------------|-------------|---------|
| Mar/Apr 26 issue 207 (due out Feb) | 15 Jan | 22 Jan |
| May/June 26 issue 208 (due out Apr) | 6 Mar | 13 Mar |
| Jul/Aug 26 issue 209 (due out Jun) | 6 May | 13 May |
| Sep/Oct 26 issue 210 (due out Aug) | 10 Jul | 17 Jul |
| Nov/Dec 26 issue 211 (due out Oct) | 4 Sep | 11 Sep |
| Jan/Feb 27 issue 212 (due out Dec) | 6 Nov | 13 Nov |

Contact

Josie Woollard
Sales Manager
Josie@hall-mccartney.co.uk

Advert artwork to

Rachel Lampey
Production Manager
Production@hall-mccartney.co.uk

Inserts to

Warners (Midlands) plc
The Maltings
Manor Lane
Bourne, Lincs
PE10 9PH

Hall-McCartney Ltd, Heritage House, PO Box 21, Baldock,
Hertfordshire SG7 5SH
Telephone: 01462 896688