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.

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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 27 issue 213 (due out Feb)	8 Jan	22 Jan
May/Jun 27 issue 214 (due out Apr)	1 Mar	17 Mar
Jul/Aug 27 issue 215 (due out Jun)	7 May	21 May
Sep/Oct 27 issue 216 (due out Aug)	9 Jul	23 Jul
Nov/Dec 27 issue 217 (due out Oct)	3 Sep	17 Sep
Jan/Feb 28 issue 218 (due out Dec)	5 Nov	19 Nov

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Inserts to

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