

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

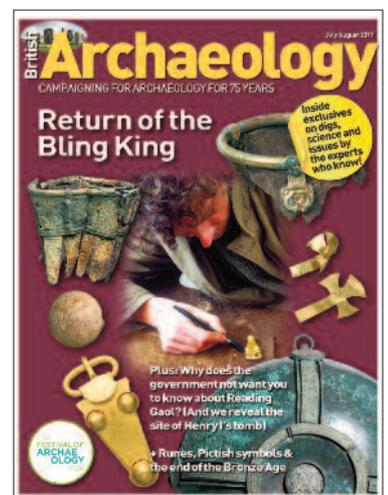
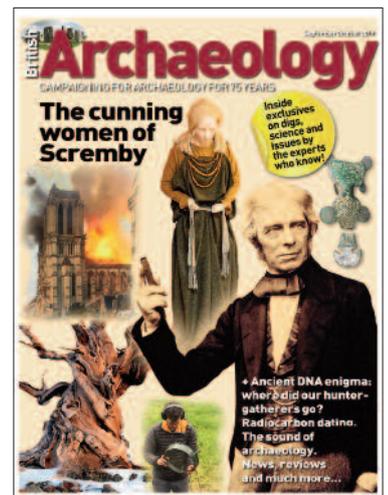
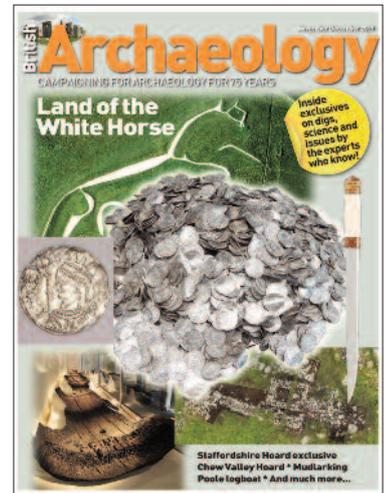
Reader profile

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 print run of 13,000 British Archaeology is distributed to regular subscribers, CBA Members, and institutional audiences. The magazine is sold in more than 419 WH Smiths and 250 leading independent stores across the UK, with an average of 3 readers per copy making 48,000 readers in total. In addition, British Archaeology is available to a rapidly growing No of readers as a digital magazine.

Advertisements (Page size 297mm x 225mm)

Full page bleed 303mm x 231mm

Size	Cost	Series of	Image Area
	one off	3 or more	
Full Page	£1,000	£900	265 mm deep x 197mm wide
Half Page	£600	£540	Landscape 130mm deep x 197mm wide, Portrait 265mm deep x 96mm wide
Quarter Page	£350	£315	130mm deep x 96mm wide
Inside Front Cover	£1,200	£1,080	265mm deep x 197mm wide
Inside Back Cover	£1,100	£990	265mm deep x 197mm wide
Back Cover	£1,300	£1,170	265mm deep x 197mm wide or

Inserts

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

Full print run: 13,000 (retail and mailed copies) or mailed copies only: 6000 (amounts less than circulation by prior agreement only). 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 20 issue 171 (due out 7 Feb)	15 Jan	22 Jan
May/June 20 issue 172 (due out 3 Apr)	11 Mar	18 Mar
Jul/Aug 20 issue 173 (due out 5 Jun)	13 May	20 May
Sep/Oct 20 issue 174 (due out 7 Aug)	15 Jul	22 Jul
Nov/Dec 20 issue 175 (due out 9 Oct)	16 Sep	23 Sep
Jan/Feb 20 issue 176 (due out 4 Dec)	11 Nov	18 Nov

Ad Specification

Copy must be supplied electronically either on disc or via email. Preferred format PDF, CMYK, fonts embedded, Hi Res 300dpi. Other formats, photoshop or illustrator as JPEG or TIFF or EPS. Files should have fonts embedded and file resolution of 300dpi, CMYK.

Contact

Geoff Connelly
Sales Manager

Geoff@hall-mccartney.co.uk

Hall-McCartney Ltd, Heritage House, PO Box 21, Baldock,
Hertfordshire SG7 5SH

Telephone: 01462 896688 Fax: 01462 896677

Advert artwork to

Rachel Lampey
Production Manager

Production@hmltd.net

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