

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

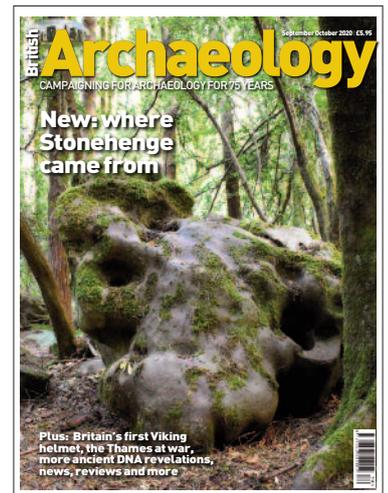
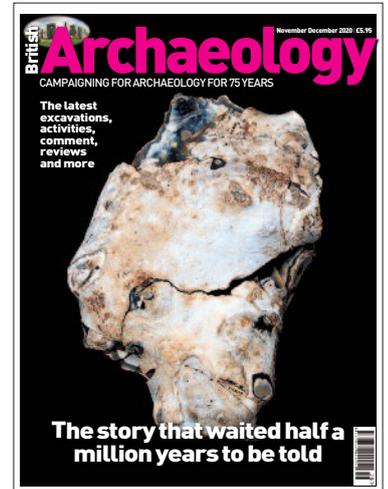
Reader profile

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 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	£1,075	£975	265 mm deep x 197mm wide
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Quarter Page	£375	£340	130mm deep x 96mm wide
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Back Cover	£1,400	£1,275	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 177 (due out 7 Feb)	8 Jan	15 Jan
May/June 20 issue 178 (due out 3 Apr)	12 Mar	19 Mar
Jul/Aug 20 issue 179 (due out 5 Jun)	14 May	21 May
Sep/Oct 20 issue 180 (due out 7 Aug)	9 Jul	16 Jul
Nov/Dec 20 issue 181 (due out 9 Oct)	10 Sep	17 Sep
Jan/Feb 20 issue 182 (due out 4 Dec)	12 Nov	19 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.

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