

# 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

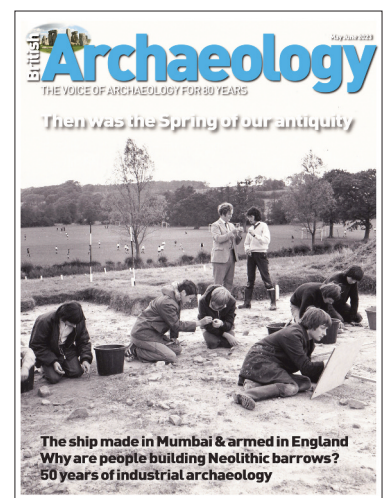
## Reader profile

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 over 15,000 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 45,000 readers in total. In addition, British Archaeology is available to a rapidly growing No of readers as a digital magazine.

## Advertisements (Trimmed page size 297mm x 225mm) Full page bleed 303mm x 231mm

Size	Cost one off	Series of 3 or more	Image Area
Full Page	£1,100	£1,000	265 mm deep x 197mm wide
Half Page	£670	£610	Landscape 130mm deep x 197mm wide, Portrait 265mm deep x 96mm wide
Quarter Page	£385	£350	130mm deep x 96mm wide
Inside Front Cover	£1,325	£1,200	290mm deep x 218mm wide
Inside Back Cover	£1,225	£1,100	290mm deep x 218mm wide
Back Cover	£1,425	£1,550	290mm deep x 218mm wide

## Inserts

£75 per 1000 up to 10gms weight (A4 maximum size), heavier inserts by agreement.  
Full print run: 15,000 (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 24 issue 195 (due out 9 Feb)	9 Jan	16 Jan
May/Jun 24 issue 196 (due out 5 Apr)	5 Mar	12 Mar
Jul/Aug 24 issue 197 (due out 7 Jun)	7 May	14 May
Sep/Oct 24 issue 198 (due out 9 Aug)	9 Jul	16 Jul
Nov/Dec 24 issue 199 (due out 4 Oct)	3 Sep	10 Sep
Jan/Feb 24 issue 200 (due out 6 Dec)	5 Nov	12 Nov

## Ad Specification

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

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