

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	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.

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 26 issue 207 (due out Feb)	15 Jan	22 Jan
May/Jun 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

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