



Have you considered advertising in BSBI News?

Essential reading for both enthusiast and professional botanists and conservationists



The magazine ...

- 84 pages per issue, published three times a year: January, April and September.
- Illustrated throughout with colour photographs.
- Professionally edited and produced.
- The only in-depth magazine covering all aspects of British and Irish botany and its conservation.
- Accessible – written by acknowledged experts and enthusiasts.
- Regular features include Beginner's Corner, Country Roundups, Aliens & Adventives News and Book Reviews.

The readers ...

- BSBI News provides an excellent vehicle for advertisers to reach a highly targeted audience not available in any other publication: our readership includes dedicated amateur and professional botanists throughout Britain and Ireland.
- A subscription base of around 3,700 addresses.

Please contact us if you would like to see a sample copy.

Advertising Rates



Display Advertisements

Placement	Size	Dimensions (w x h)	Single advert	Series of 3 (consecutive issues) (each)
Back cover	Full page (with bleed)	168 x 245 mm (size to 174 x 251 mm to allow for 3 mm bleed) (152 x 229 mm preferred maximum text area)	£450	£400
Inside back cover	Full page (with or without bleed)	As above (full bleed) or 138 x 205 mm (with white border)	£400	£350
Internal (back pages)	1/2 page (horizontal)	138 x 98 mm	£250	£225

All prices are subject to VAT.

Copy requirements

All adverts should be full colour. The preferred formats are: pdf (set to high resolution press quality (300 dpi resolution or above, CMYK), tiff, or high resolution jpeg. Files up to 20 MB may be sent by email. Please enquire if you require assistance with artwork.

Bookings and copy deadlines

BSBI News is published around the third week of January, April and September. Bookings need to be placed at least six weeks before publication using the Advertising Booking Form (electronic pdf form available on request and on the BSBI website). For further information and bookings please contact:

John Norton, BSBI News, 215 Forton Road, Gosport PO12 3HB

Tel: (+44) (0)23 92 520828; email: john.norton@bsbi.org

Inserts / Leaflets

- Standard charge = £250 + VAT. If advertising a local Flora or similar publication, which includes an offer of a reduced price to BSBI members (i.e. not available to others), the standard charge will be reduced.
- Leaflets must fit in an envelope 270 x 215 mm, and be on lightweight paper to reduce postage costs. Coloured leaflets on glossy paper, over 5g in weight (a sheet of A4 paper) may incur additional postage costs at a rate of £15 + VAT for every extra 5g.
- Leaflets should be sent prior to January 1st, April 1st or September 1st (*before printing check print run required from Gwynn Ellis – contact details below*).
- Leaflets should be sent to: **Gwynn Ellis, BSBI News, 41 Marlborough Road, Roath, Cardiff, CF23 5BU.**
Tel. (+44) (0)29 2033 2338; email: gwynn.ellis@bsbi.org

Terms and conditions

1. BSBI News reserves the right to refuse or withdraw any advertisement submitted for publication.
2. Whilst every effort is made to publish an advertisement in the specified issue, the publishers cannot be responsible if this is not possible.
3. No liability is accepted for errors, either of style or fact, in any advertisement published (either from camera-ready copy or from in-house designs).
4. Advertising will be invoiced on acceptance of an Advertising Booking Form. Full payment is to be made within 30 days of date of invoice. Contact julie.etherington@bsbi.org re invoicing.
5. Cancellation of booking space is subject to charge.
6. A copy of the material proposed for use as a loose insert must be sent to the Editor of BSBI News prior to approval.