



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
- ◆ Sent out to all members of the Botanical Society of Britain and Ireland
- ◆ Illustrated throughout with top quality colour illustrations
- ◆ The only in-depth magazine covering all aspects of British and Irish botany and its conservation
- ◆ Accessible – written by acknowledged experts and enthusiasts
- ◆ Authoritative – the main printed publication of the BSBI
- ◆ Regular features – Country Roundups, Reviews, Beginner's Corner, Identification features, Obituaries
- ◆ BSBI News has been published for more than 45 years

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 2,800 addresses, with a readership of around 7,000

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

Can you afford not to advertise in BSBI News?



Advertising Rates

Display Advertisements

Size	Dimensions	Single advert		Series of 3 (each)		Series of 6 (each)	
		mono	colour	mono	colour	mono	colour
Full page (text area, full page bleed)	193mm x 137mm text area 245mm x 168mm plus 5mm bleed	£250	£400	£225	£375	£200	£350
1/2 page (horizontal)	137mm x 97mm	£125	£250	£110	£225	£100	£200
1/2 page (vertical)	66mm x 193mm	£125	£250	£110	£225	£100	£200
1/4 page	66mm x 97mm	£75	£150	£60	£125	£50	£100

In addition short adverts, of no more than 5 lines, which do not involve any commercial interests, may be placed by BSBI members for a charge of £25.

N.B. All prices are subject to VAT.

Inserts/leaflets

- If advertising a local Flora or similar product, which includes an offer of a reduced price to BSBI members, there is no or a reduced charge.
- Other books or advertising material with no offer of a reduced price to BSBI members: £250 + VAT.
- 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 5gm in weight (a sheet of A4 paper) may incur additional postage costs at a rate of £15 + VAT for every extra 5gm.
- 2,800 copies of a leaflet should be sent before January 1st, April 1st or September 1st.
- Leaflets should be sent to: R.G. Ellis, BSBI News, 41 Marlborough Road, Roath, Cardiff, CF23 5BU.
Tel. & Fax: 029 2033 2338; email: gwynn.ellis@bsbi.org

Copy requirements

The preferred formats are: pdf (set to high resolution press quality (300dpi resolution or above, CMYK), tiff, or high resolution jpeg. We can accept other formats, but please enquire first if using less usual formats (please note that Microsoft Publisher files will need to be re-set and are therefore unsuitable). Files up to 20Mb may be sent by email. If you are unable to supply artwork, BSBI News can provide this, subject to prior agreement. A charge may be made for this service.

Bookings and copy deadlines

BSBI News is published around the third week of the following months: February, April, September.

Bookings need to be placed six weeks before publication. For further information and bookings please contact:

Andrew Branson, BSBI News, Riversdale, The Street, Stour Provost, Gillingham, Dorset SP8 5RZ;

tel: 01747 838223; email: andrew.branson@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 upon acceptance of an Advertising Booking Form. Full payment is to be made within 30 days of date of invoice
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 BSBI News prior to approval.

Advertising Booking Form

Company

Address

.....

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Contact

E-mail

Tel:

I would like to book the following adverts in *BSBI News*:

ORDER NO

SIZE

Full page 1/2 page horizontal 1/2 page vertical 1/4 page
Colour Mono

NO OF ADVERTS

Single Series of 3 Series of 6

COMMENCEMENT

Adverts to run from(issue number)(date of publication).

COST

£..... per advert (plus VAT)

Note: if you are VAT exempt, please supply a copy of your VAT exemption certificate with this order.

Signed

Date

Please return this form to:

Andrew Branson, BSBI News, Riversdale, The Street, Stour Provost, Gillingham, Dorset SP8 5RZ or email it to andrew.branson@bsbi.org