



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 & 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.
- 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 over 3,000 addresses.

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 (w x h)	Single advert	Series of 3 (each)	Series of 6 (each)
Full page with bleed*	168 x 245 mm (178 x 255 mm incl. 5 mm bleed) 152 x 229 mm maximum text area	£400	£375	£350
1/2 page (horizontal)	138 x 96 mm	£250	£225	£200
1/2 page (vertical)	67 x 197 mm	£250	£225	£200
1/4 page	67 x 96 mm	£150	£125	£100

*Charges apply to back cover or inside back cover placement; if not available a reduction of £50 per advert is applicable. 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. **NB.** 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 (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: January, April, September. Bookings need to be placed six weeks before publication using the Advertising Booking Form (electronic pdf form available on request).

For further information and bookings please contact:

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

Tel: 023 92 520828; email: john.norton@bsbi.org

Inserts / Leaflets

- Standard charge = £250 + VAT. If advertising a local Flora or similar product, 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 5gm in weight (a sheet of A4 paper) may incur additional postage costs at a rate of £15 + VAT for every extra 5gm.
- Leaflets should be sent before January 1st, April 1st or September 1st (check print run required from Gwynn Ellis beforehand – contact details below).
- Leaflets should be sent to: Gwynn Ellis, BSBI News, 41 Marlborough Road, Roath, Cardiff, CF23 5BU. Tel. 029 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.