



## **Best of British Magazine 2016 Rate card and Reader profile**



## Circulation & Readership

Circulation 31,355

Estimated readership 131,260

### Circulation Breakdown

London/SE England 35%

Midlands 19%

East Anglia 13%

NE England and North 11%

SW England 8%

NW England 8%

Wales 3%

Scotland 2%

Ireland 1%

Subscriptions- 8,000 – 89% renewal rate



## Readers Profile

65% of our readers are male, 72% of our readers are married, 64% are retired, 14% working full time

### Buying Best of British Magazine

34% of our readers have read Best of British for 5 or more years

45% of our readers originally found the magazine in the shops

93% of our readers are likely to buy the magazine again

### Readers' Information Resources

Our readers' favourite newspaper is the Daily Mail (39%)

55% regularly use the Internet with 36% visiting our website

### Our Readers' Holidays

46% spend their main holiday in the UK mainland

22% spend their main holiday in Europe

10% spend their main holiday in the Channel Islands

Over 29% choose hotel packages, with 24% booking hotels independently

25% use guest houses for their main holiday accommodation

### Our Readers' Days Out

Over 35% have visited a historic home/museum in the last 12 months

Over 46% have visited an outside heritage event in the last 12 months

### Readers' Interests

Gardening, reading, collecting, walking and writing are the most popular interests

21% of our readers are members of the National Trust

13% support the British Legion, 10% RSPB and 8% English Heritage

## Regular Editorial Features:

### CONTEMPORARY BRITAIN

Britain Now- *News and views about our country, keeping you up to date with all those interesting heritage snippets that are unique to Britain.*

### ANTIQUES & COLLECTABLES

Treasures in the Attic- *Antiques, memorabilia and collectables that you thought had been forgotten.*

### THE READERS TELL THEIR STORIES

Yesterday Remembered- *Six pages of readers' memories – one of the most popular and longest running features of the magazine.*

Post Bag- *Seven pages of letters and pictures sent to the editor detailing stories, experiences, anecdotes and memories of times past.*

### THE 1940'S

The Forties Post- *Everything from the clothes, food and lifestyle to music, wartime transport and vehicles from the 1940s era, including event details, are published each month. A 1940s supplement is produced each April and acts as a year long guide to this sector of events and is the "go-to" guide for re-enactors and fans of 40's events*

### BRITISH EVENTS

Out & About- *Your complete monthly regional guide to the heritage events throughout this land – from steam rallies to balloon festivals,*

*1940s events to country shows. When, where and what to see and do.*

Diary Dates- *A huge array of events for the month categorized by dates.*

## Advertising Rate Card:

<u>Magazine</u>	<u>Measurements</u>	<u>Magazine size A4 297 x 210mm</u>
Full Page £1,000	188 (w) x 280mm	Full page bleed 216 (w) x 303mm
Half Page £600	Horizontal 188 (w) x 130mm	Vertical 92 (w) x 270mm
Quarter Page £325	92 (w) x 130mm	
Eighth Page £175	92 (w) x 62mm	

\*Series discounts and positional adverts available upon request. Advertorials and Sponsorship products also available, please call for details.

Classified: £25 per single column centimetre

Inserts: £35 per 1,000 full run £65 per 1,000 for subscription copies.

\*Less than 15g – minimum booking of 5,000 inserts. Further rates available upon request.  
*All advertising rates are subject to vat.*

### Website

Banner £75

Skyscraper £75

### Measurements

450 pixels wide x 154 pixels high

168 pixels wide x 223 pixels high

### iPad

Full Page £50

Half Page £35

## Advertising Contacts

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