

BEST OF BRITISH

PAST AND PRESENT



**Best of British Magazine 2014
Rate card and Reader profile**

Circulation & Readership

Circulation 37,355

Estimated readership 151,260

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 yearlong guide to this sector of 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:

Magazine

Full Page £1,000

Half Page £600

Quarter Page £325

Eighth Page £175

Measurements

188 (w) x 280mm

Horizontal 188 (w) x 130mm

92 (w) x 130mm

92 (w) x 62mm

Full page bleed = 216 (w) x 303mm

Vertical = 92 (w) x 270mm

Cover (Prime position) £1,250

***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 £100

Skyscraper £100

Measurements

450 pixels wide x 58 pixels high

186 pixels wide x 238 pixels high

iPad

Full Page £200

Half Page £125

Advertising Contacts

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National Trust

