



**BEST OF
BRITISH**
PAST AND PRESENT
MEDIA PACK 2020





First published 25 years ago, Best of British is the UK's favourite nostalgia magazine.

Every issue is packed with features that celebrate classic entertainment, transport, food and drink, and the great British countryside. Our readers are at the heart of what we do. As well as taking their suggestions on board, their voices are heard through our Yesterday Remembered memoir section, as well as the Postbag and Question Time pages.

Best of British has a loyal and enthusiastic readership that has remained strong throughout the years. Our readers are predominantly based within the UK, followed by our international subscribers in Australia, New Zealand and the US and Canada. The magazine celebrates heritage and times past, making Best of British the title of choice for readers and advertisers alike.

Simon Stabler

Simon Stabler. Editor

"Same excellent variety of nostalgia, information and illustrations – my favourite magazine in fact"

Mr C Kennett, Dunstable



PROFILE

Magazine reach:

- Circulation **30,000+**
- Estimated readership **100,000+**
- Subscriptions **5,000** & **85%** renewal rate
- Available in WHSmith High Street and Travel in the UK. Also distributed overseas and in selected Barnes and Noble Stores

Our readers:

- **65%** of our readers are male | **72%** are married | **64%** are retired | **14%** working full time
- **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

Reader interests:

- **46%** spend their main holiday in the UK mainland
- **35%** have visited a historic home/museum in the last 12 months
- **21%** of our readers are members of the National Trust
- **13%** support the British Legion, **10%** RSPB and **8%** English Heritage

TREASURES In the ATTIC

Brian Howe uncovers some nostalgic collectables that might be discarded as worthless junk but actually have a value to today's collector. Can you estimate what each object might be worth and pick out which one is the big money item? **The values are printed on page 78**

- 1 Rose by name**
A 1940s Rose brand biscuit tin, featuring a rose design. The tin is made of metal and has a lid with a handle. It is a collectible item.
- 2 Healthy options**
A 1940s health food tin, featuring a picture of a woman and a child. The tin is made of metal and has a lid with a handle. It is a collectible item.
- 3 Blue mystery**
A 1940s blue mystery tin, featuring a picture of a woman and a child. The tin is made of metal and has a lid with a handle. It is a collectible item.
- 4 SMC object**
A 1940s SMC object, featuring a picture of a woman and a child. The object is made of metal and has a lid with a handle. It is a collectible item.
- 5 Snap happy**
A 1940s snap happy tin, featuring a picture of a woman and a child. The tin is made of metal and has a lid with a handle. It is a collectible item.
- 6 Penny cover**
A 1940s penny cover, featuring a picture of a woman and a child. The cover is made of metal and has a lid with a handle. It is a collectible item.
- 7 Underwater fleet**
A 1940s underwater fleet, featuring a picture of a woman and a child. The fleet is made of metal and has a lid with a handle. It is a collectible item.
- 8 Stacks of fun**
A 1940s stacks of fun tin, featuring a picture of a woman and a child. The tin is made of metal and has a lid with a handle. It is a collectible item.
- 9 A Royal treat**
A 1940s royal treat tin, featuring a picture of a woman and a child. The tin is made of metal and has a lid with a handle. It is a collectible item.
- 10 Cottage industry**
A 1940s cottage industry tin, featuring a picture of a woman and a child. The tin is made of metal and has a lid with a handle. It is a collectible item.
- 11 Super tanker**
A 1940s super tanker tin, featuring a picture of a woman and a child. The tin is made of metal and has a lid with a handle. It is a collectible item.
- 12 Tanked up**
A 1940s tanked up tin, featuring a picture of a woman and a child. The tin is made of metal and has a lid with a handle. It is a collectible item.

Postbag

The Editor welcomes letters for this section. Pictures are appreciated. Letters may be edited so that we can include as many as possible.

Comrades in Arms

Dear Sirs,

I have just received your issue of 1st April. I was very interested to read the article about the 1st Battalion of the Buffs. I was born in 1918 and served in the Buffs from 1939 to 1945. I was in the Buffs during the Battle of Britain and the Battle of France. I was in the Buffs during the Battle of Britain and the Battle of France. I was in the Buffs during the Battle of Britain and the Battle of France.

Holidays at Home

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Not so Dull

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The Peckham Posse

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Regular Editorial Features:

Britain Now

News and other snippets from around the country.

Food & Drink

Remembering classic dishes and bringing you the latest food festival news.

Treasures In The Attic

Guess the price of our selection of antiques and collectables.

Yesterday Remembered

Eight pages of readers' memories – one of the magazine's most popular features.

Postbag

Six pages of readers' letters and photographs.

Forties Post

Covering a range of 1940s subjects from clothes and food to music and transport. A 1940s supplement is produced each April, providing a "go-to" guide the year's 1940s-themed events.

Window On The Past

Photographs and memories from The Francis Frith Collection.

Out & About

Your complete monthly guide to the heritage events throughout the country from steam rallies to exhibitions.

Back In Time

Former Doctor Who star Colin Baker's epilogue, reflecting on that issue's contents.



ADVERTISING RATES

PRINT

Full Page: 188mm x 280mm	Full page bleed: 216mm x 303mm	£1,000
Half Page Horizontal: 188mm x 130mm		£600
Half Page Vertical: 92mm x 270mm		£600
Quarter Page: 92mm x 130mm		£325
Eighth Page: 62mm x 92mm		£175

**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 £50 per 1,000 for subscription copies.

Minimum booking of 5,000 inserts. Further rates available upon request.

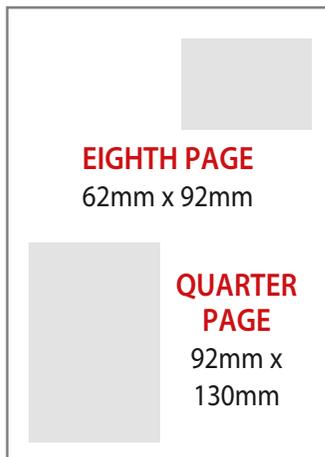
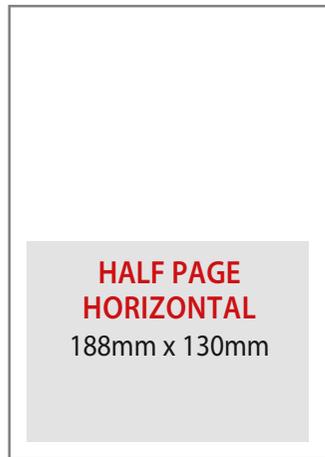
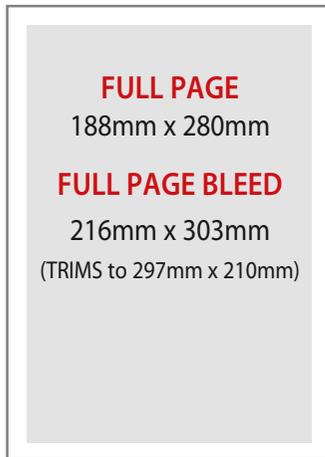
(Exclusivity of insert per product per issue only available when purchased at full insert rate) All advertising rates are subject to vat.

DIGITAL

Website Measurements

Banner 450 pixels wide x 154 pixels high **£75** per month

Skyscraper 168 pixels wide x 223 pixels high **£75** per month



FREQUENCY monthly
 COPY DATE 21 days prior to publication
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 PROCESS web-offset litho; colour

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