



**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:

- **48%** of our readers are male | **72%** are married | **40%** 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

# NECTAR PROFILE

Based on typical shopping habits



**48.9%**  
Male Readers



**51.1%**  
Female Readers



**4.7%**  
Aged 35-44



**23.2%**  
Aged 45-54



**58.1%**  
Aged 55-74



**11.6%**  
Aged 75+



**29.4%**  
Low Affluence



**23.5%**  
Mid Affluence



**47.0%**  
High Affluence



**3.8%**  
Regular On-the-Go Shoppers



**24.2%**  
Regular Basket Shoppers



**66.6%**  
Regular Trolley Shoppers





**FULL PAGE**  
188mm x 280mm

**FULL PAGE BLEED**  
216mm x 303mm  
(TRIMS to 297mm x 210mm)

**QUARTER PAGE**  
92mm x 130mm

**HALF PAGE HORIZONTAL**  
188mm x 130mm

**1/8th PAGE**  
62mm x 92mm

**1/6th PAGE**  
62mm x 45mm

**1/32nd PAGE**  
31mm x 45mm

**HALF PAGE VERTICLE**  
92mm x 270mm

# ADVERTISING RATES

**PRINT**

**Full Page:** 188mm x 280mm **Full page bleed:** 216mm x 303mm ..... **£745**  
**Half Page Horizontal:** 188mm x 130mm ..... **£400**  
**Half Page Vertical:** 92mm x 270mm ..... **£400**  
**Quarter Page:** 92mm x 130mm..... **£245**  
**1/8th Page:** 62mm x 92mm ..... **£130**  
**1/16th Page:** 62mm x 45mm ..... **£80**  
**32nd Page:** 31mm x 45mm..... **£50**

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

**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

**Advertising Contacts:**  
 Bill Edwards 020 8752 8126  
 bill.edwards@metropolis.co.uk  
 Tracey Allen 01752 762985  
 tracey.allen@metropolis.co.uk

FREQUENCY ..... monthly  
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 PROCESS ..... web-offset litho; colour

