

# ADVERTISING RATE CARD 2019



BRITISH  
ECOLOGICAL  
SOCIETY

**Established in 1913, the British Ecological Society is the oldest ecological society in the world and Europe's largest. We offer a limited amount of advertising in The Niche, our full-colour, quarterly membership magazine, which is sent to over 6,000 ecologists in 130 countries.**

We also offer advertising in the programme and app of our Annual Meeting which attracts 1,200 delegates from around the world.

Advertising can be booked on an issue by issue basis, but substantial discounts are also offered to regular advertisers. We only offer full page adverts.

The Niche is published in March, June, September and December.

Our next Annual Meeting takes place in Belfast 10-13 December 2019.



# ADVERTISING RATES

(exclusive of VAT\*)

## THE NICHE

Back cover	1 issue	£1,300
	2 issues	£2,000
Inside front or back cover	1 issue	£900
	2 issues	£1,500
	3 issues	£2,200
	4 issues	£2,700
Any other position	1 issue	£600
	2 issues	£1,000
	3 issues	£1,400
	4 issues	£1,700



## TECHNICAL SPECIFICATIONS

- Full page (portrait) advert 215mm (W) x 270mm (H) with 3mm bleed – final size 221 x 276mm.
- Page margins are – top 15mm / bottom 20mm / inside 20mm / outside 15mm.
- All adverts to be a 'press quality' PDF output at 100%. CMYK with 3mm bleed to all edges including crop marks.
- No Pantone colours or non-embedded fonts.
- All photographic images used in the advert must be at least 300dpi and CMYK.

SPECIAL  
OFFER

20%  
DISCOUNT

If you take an advert in both the December edition of The Niche and the Annual Meeting Programme you will receive a 20% discount.

\*VAT at 20% will be charged where applicable.



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To book your advertisement contact  
**Paul Bower, BES Development Manager**  
[paul@britshecologicalsociety.org](mailto:paul@britshecologicalsociety.org)  
**+44 (0)20 7685 2500**

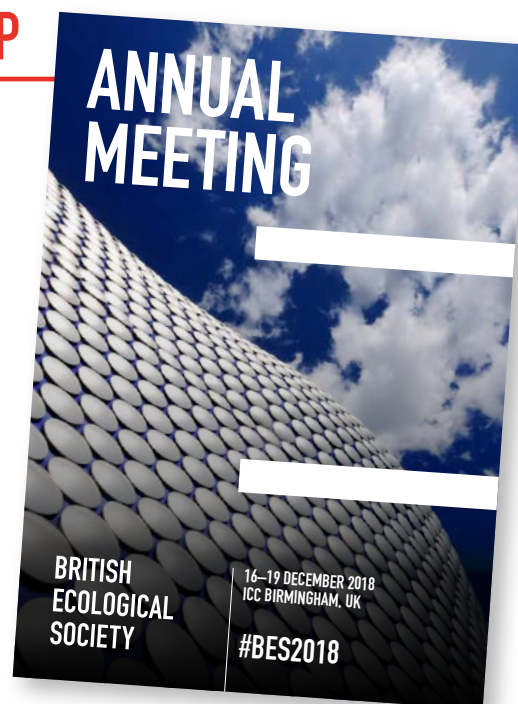
The British Ecological Society is a limited company, registered in England No. 01522897  
Registered Charity No. 281213. VAT Registration No. 199992863.

# ADVERTISING RATES

(exclusive of VAT\*)

## ANNUAL MEETING PROGRAMME AND APP

Back cover	£1,000
Inside back	£800
Inside front	£900
Any other position	£600
Conference app	£190



## TECHNICAL SPECIFICATIONS

- Full page (A4 portrait) advert 210mm (H) x 297mm (W) with 3mm bleed so final size 216 x 303mm.
- All adverts to be a 'press quality' pdf output at 100%. CMYK with 3mm bleed to all edges.
- No Pantone colours or non-embedded fonts.
- All photographic images used in the advert must be at least 300dpi and CMYK.
- Two files need to be supplied for the conference app. 640 x 150 pixels for phones and 552 x 150 pixels for tablets.

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