

# ADVERTISING RATE CARD 2021



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 7,000 ecologists in 125 countries.

We also offer advertising in the programme and app of our Annual Meeting which attracts over 1,500 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.

Ecology Across Borders, our Joint Annual Meeting with the French Society of Ecology and Evolution takes place in Liverpool 12-15 December 2021.

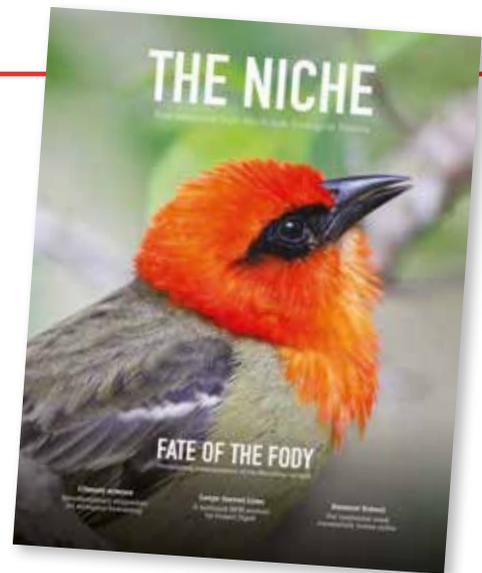
Book now to secure your place in The Niche.



# ADVERTISING RATES

## THE NICHE

Back cover	1 issue	£1,000
	2 issues	£1,800
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

- **Important** – please note The Niche is NOT A4, see size below.
- Full page (portrait) advert 215mm (W) x 270mm (H) with 3mm bleed on all edges.
- Page margins are – top 15mm / bottom 20mm / inside 20mm / outside 15mm.
- All adverts to be supplied as a CMYK, 'press quality' PDF output at 100%. With 3mm bleed to all edges including crop marks.
- No Pantone colours or non-embedded fonts.
- All photographic images must be at least 300dpi and CMYK.
- The Niche is also published digitally as well as a hard copy. Advertisers can embed a hyperlink if desired. Ensure hyperlink is included when exporting the 'press ready' PDF.



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.



**BRITISH  
ECOLOGICAL  
SOCIETY**

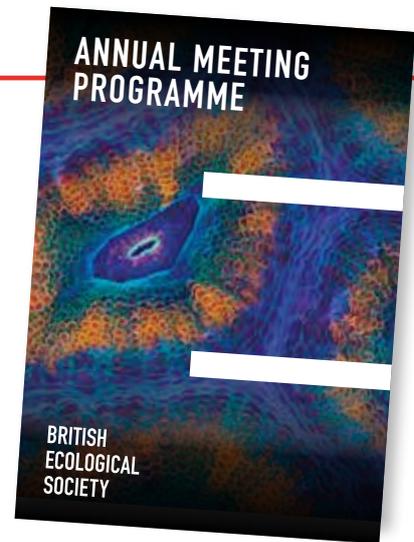
To book your advertisement contact  
**Paul Bower, BES Development Manager**  
[paul@britishecologicalsociety.org](mailto:paul@britishecologicalsociety.org)  
**+44 (0)20 3994 8246**

# ADVERTISING RATES

## ANNUAL MEETING PROGRAMME AND APP

Back cover	£1,000
Inside front or back cover	£900
Any other position	£600
Banner ad on conference app	£250

*Registered UK charities are exempt from VAT on print advertising.  
Some companies registered outside the UK may also be exempt.*



## TECHNICAL SPECIFICATIONS

- Full page (A4 portrait) advert 210mm (W) x 297mm (H) with 3mm bleed on all edges.
- All adverts to be supplied as a CMYK, 'press quality' PDF output at 100%. With 3mm bleed to all edges including crop marks.
- No Pantone colours or non-embedded fonts.
- All photographic images 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. Files should be PNG, JPEG, and GIF only.



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.



**BRITISH  
ECOLOGICAL  
SOCIETY**

To book your advertisement or discuss sponsorship, exhibition or commercial opportunities contact

**Paul Bower, BES Development Manager**

[paul@britishecologicalsociety.org](mailto:paul@britishecologicalsociety.org)

+44 (0)20 3994 8246