

ADVERTISING RATE CARD 2022



**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 7,400 ecologists in 125 countries.

We also offer advertising in the programme and conference web platform 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.

Our next Annual Meeting takes place in Edinburgh 19-22 December 2022.

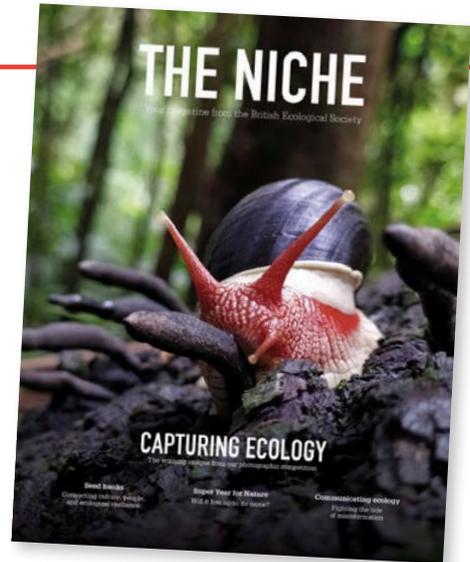
Get in touch now to secure your place in The Niche and at the BES Annual Meeting.



ADVERTISING RATES 2022

THE NICHE

Back cover	1 issue	£1,000
	2 issues	£1,800
Inside front or inside back cover	1 issue	£900
	2 issues	£1,500
	3 issues	£2,200
	4 issues	£2,700
Any other position	1 issue	£680
	2 issues	£1,000
	3 issues	£1,400
	4 issues	£1,700



HORIZONS

SHOUT TROUT WORKOUT

Shout! Trout Workout Party
Shout! Trout Workout Party

The Shout! Trout Workout is a virtual workout and community event designed to help you stay active and healthy during the winter months. It's a fun, interactive workout that's perfect for all ages and fitness levels. The workout is led by a professional fitness instructor and includes a variety of exercises that target all major muscle groups. The workout is designed to be a fun and engaging experience that will help you stay motivated and energized throughout the winter months. The Shout! Trout Workout is a great way to stay active and healthy during the winter months. It's a fun, interactive workout that's perfect for all ages and fitness levels. The workout is led by a professional fitness instructor and includes a variety of exercises that target all major muscle groups. The workout is designed to be a fun and engaging experience that will help you stay motivated and energized throughout the winter months.

LEARN MORE ABOUT THE NICHE
www.britishecologicalsociety.org

WILDLIFE

TURN SOUND INTO DISCOVERY

Conduct Wildlife Surveys Large and Small with The Song Meter Micro Acoustic Recorder

USE ACOUSTICS TO STUDY:

- ✓ Presence/absence surveys
- ✓ Biodiversity richness
- ✓ Species behavior
- ✓ Environmental soundscapes

Learn more about the micro recorder at www.britishecologicalsociety.org/micro

DEMON SNAP

DEMON SNAP is a fun and interactive online game that's perfect for all ages and fitness levels. The game is designed to be a fun and engaging experience that will help you stay motivated and energized throughout the winter months. The game is led by a professional fitness instructor and includes a variety of exercises that target all major muscle groups. The game is designed to be a fun and engaging experience that will help you stay motivated and energized throughout the winter months.

LEARN MORE ABOUT THE NICHE
www.britishecologicalsociety.org/micro

BRITISH ECOLOGICAL SOCIETY

PARTNER WITH US TO MAKE ECOLOGY COUNT

2020 was a difficult year for everyone, but at BES we did everything we could to keep our members and supporters connected. We held our 7th Annual Meeting with the Royal Society of Ecology and Evolution in October 2021. We also held our 10th Annual Meeting with the Royal Society of Ecology and Evolution in October 2022. We are proud to have been able to bring you these events and we look forward to continuing to support you in the future.

Partnership opportunities:

- Join our Annual Meeting from 10-12th October 2022
- Support the Royal Society of Ecology and Evolution
- Sponsor our 10th Annual Meeting
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For more information or to book your advertisement contact Paul Bower, BES Senior Development Manager
paul@britishecologicalsociety.org +44 (0)20 3994 8246

SPECIAL OFFER
20% DISCOUNT

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



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THE NICHE SPECIFICATIONS

ARTWORK GUIDELINES

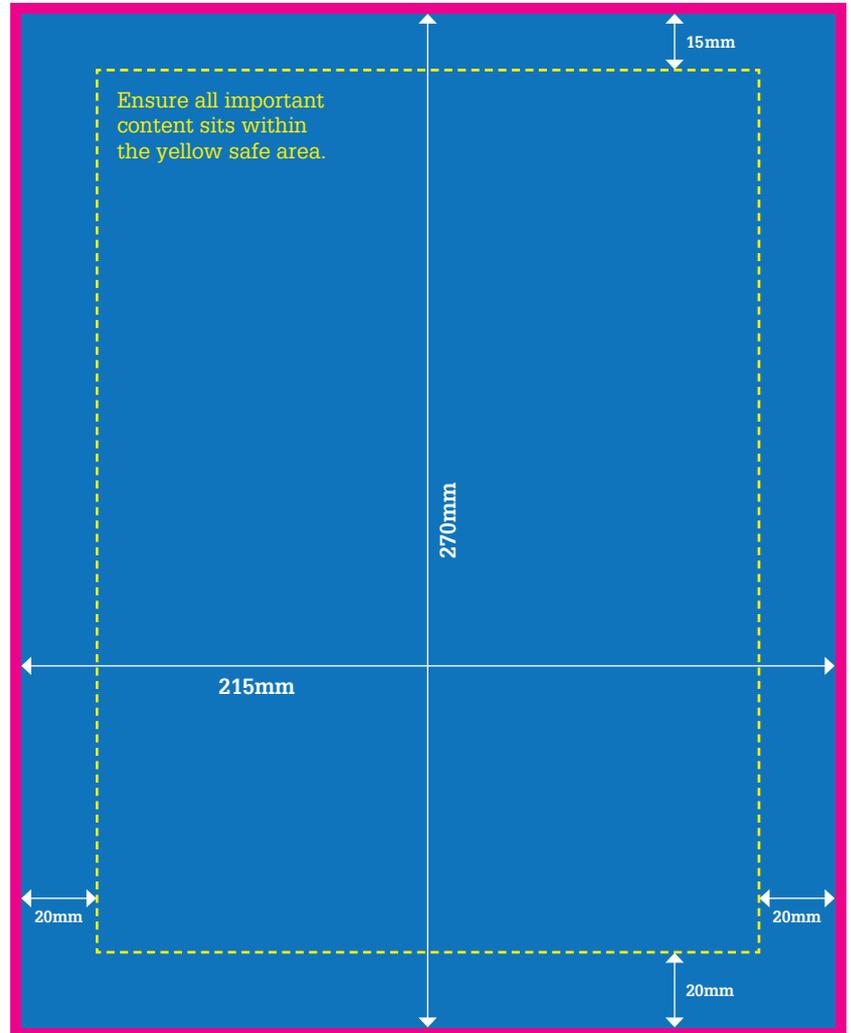
- **Important** – The Niche is **NOT** A4
- **Size:** 215mm (W) x 270mm (H)
- **Bleed:** 3mm on all edges
- **Margins:**
Top 15mm
Bottom 20mm
Inside 20mm
Outside 20mm.
- All photographic imagery must be at least 300dpi and CMYK

PDF OUTPUT

- Adverts to be supplied as a CMYK, 'press quality' PDF output at 100%.
- Ensure cropmarks are ticked 'on'.
- Ensure bleed is ticked 'on' and set with a 3mm offset.
- Don't include Pantone (PMS) colours in your artwork.
- Ensure all fonts are embedded.
- The Niche is also published digitally as well as a hard copy. Advertisers can embed a hyperlink if desired. Ensure hyperlinks are enabled when exporting the 'press ready' PDF.

If your artwork doesn't meet the above specifications we will ask for a replacement PDF.

PAGE SET-UP



Key: ■ Bleed area 3mm ■ Page size ■ Safe area

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ANNUAL MEETING PROGRAMME

Back cover	£1,000
Inside front or inside back cover	£900
Any other position	£680
Conference web platform	£490

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



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PROGRAMME SPECIFICATIONS

ARTWORK GUIDELINES

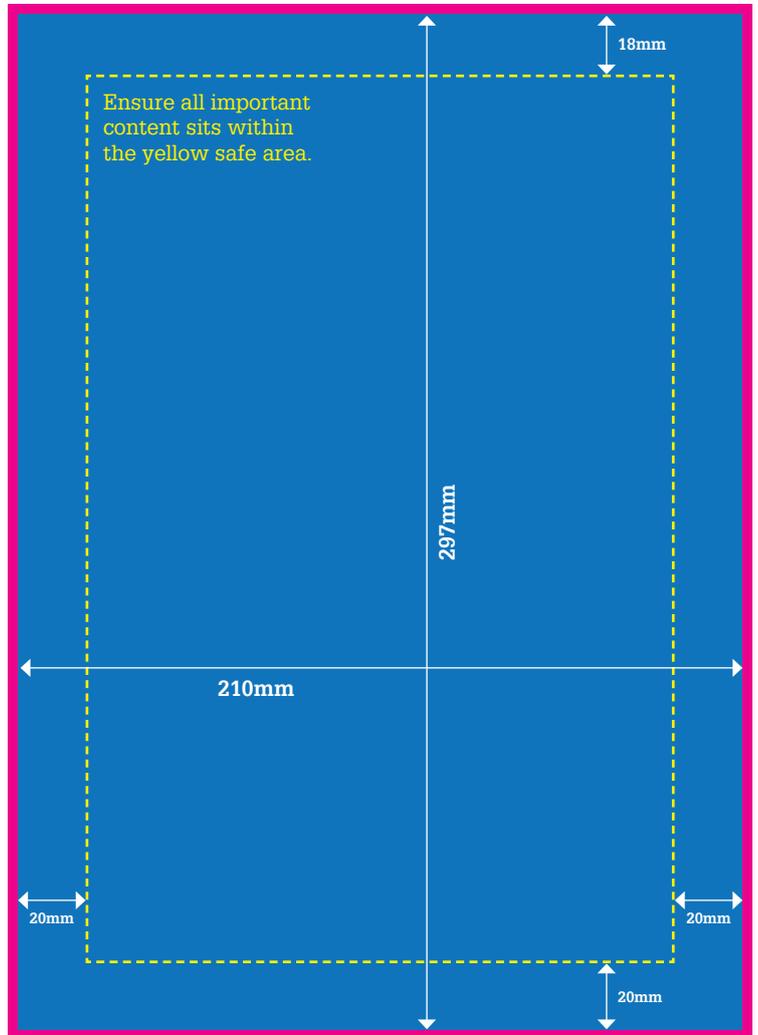
- **Size:** 210mm (W) x 297mm (H)
- **Bleed:** 3mm on all edges
- **Margins:**
 - Top 18mm
 - Bottom 20mm
 - Inside 20mm
 - Outside 20mm.
- All photographic imagery must be at least 300dpi and CMYK

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