

# 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.

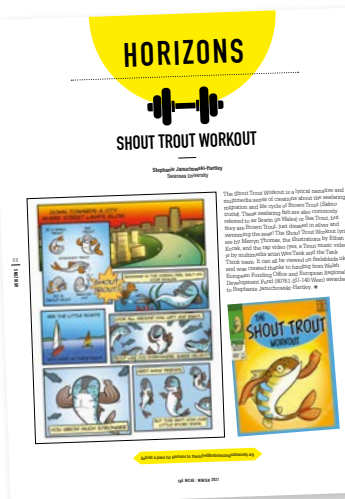
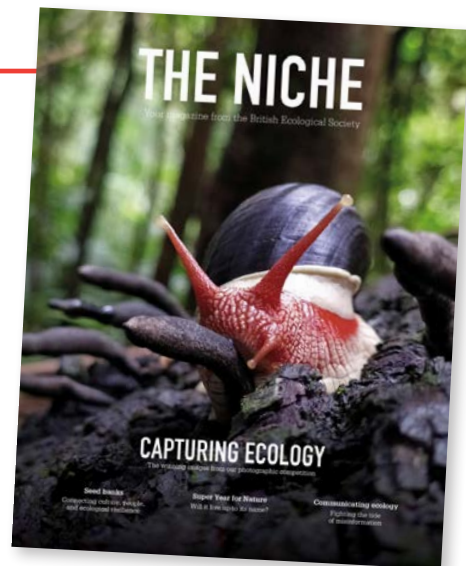




# ADVERTISING RATES 2022

## 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



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

# THE NICHE SPECIFICATIONS

## ARTWORK GUIDELINES

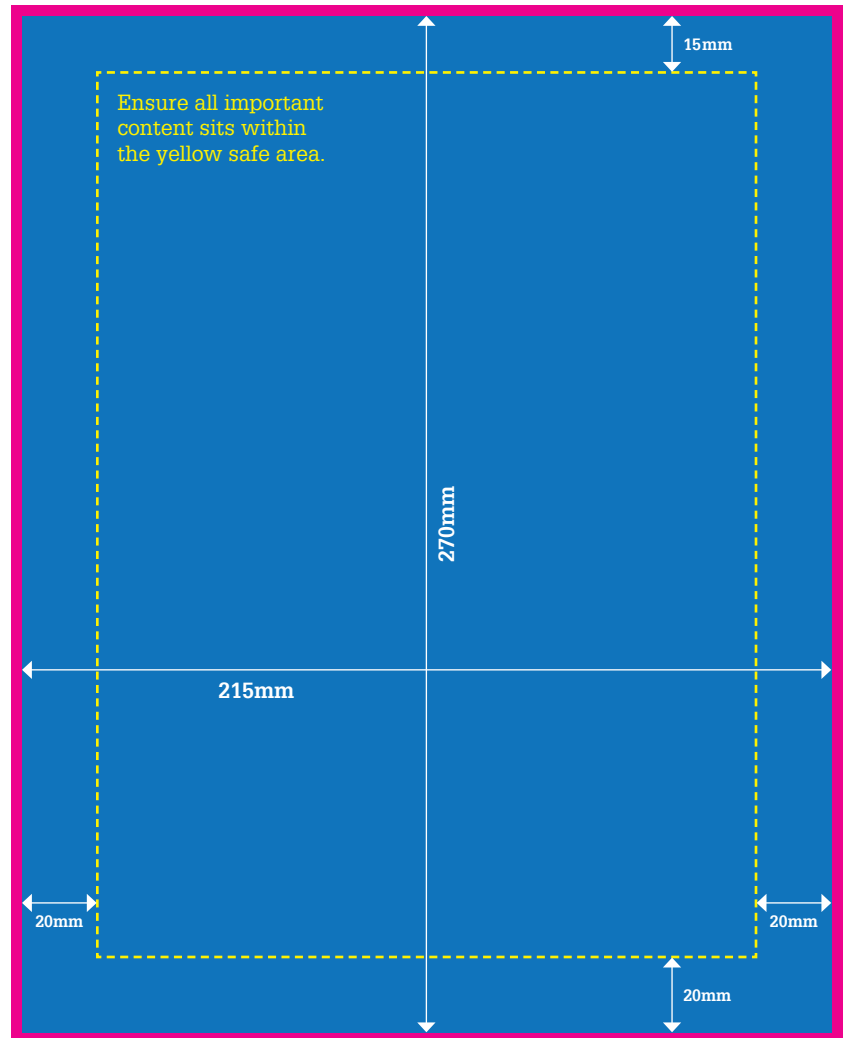
- **Important** – The Niche is **NOT** A4
- **Size:** 215mm (W) x 270mm (H)
- **Bleed:** 3mm on all edges
- **Margins:**  
Top 15mm  
Bottom 20mm  
Inside 20mm  
Outside 20mm.
- All photographic imagery must be at least 300dpi and CMYK

## 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

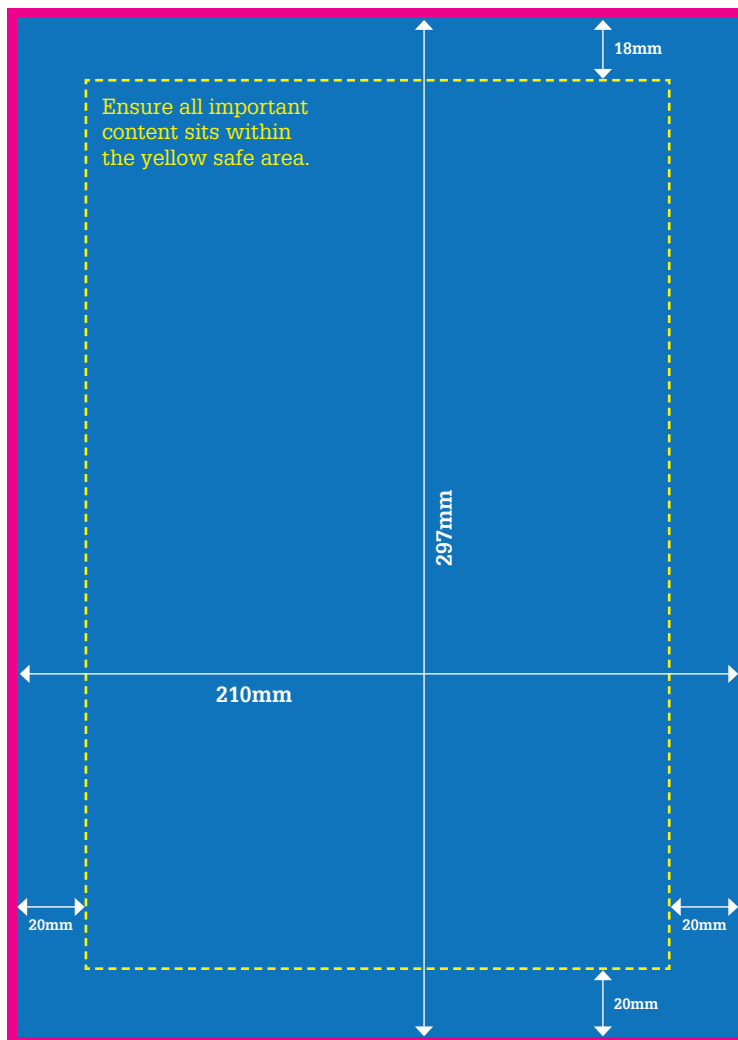
- **Size:** 210mm (W) x 297mm (H)
- **Bleed:** 3mm on all edges
- **Margins:**
  - Top 18mm
  - Bottom 20mm
  - Inside 20mm
  - Outside 20mm.
- All photographic imagery must be at least 300dpi and CMYK

## PDF OUTPUT

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