



BSA Network Magazine

2017 Advertising rates and specifications

Network is the British Sociological Association's (BSA) magazine. It is mailed to a specialist readership interested particularly in sociology and, more generally, in the social sciences.

Promotional opportunities include page advertising and inserts. The BSA offers a **20% discount to publishers**, educational establishments and charities on the prices below. All costs below are exclusive of VAT.

Format: A4 / full-colour / 44+pp

Frequency: three times a year - Spring, Summer and Autumn

A further discount of 20% is available on a booking of three adverts or more. These can be spread amongst the next five issues of Network.

Magazine adverts

Magazine rates:

Full Page: £660
Half Page: £345
Quarter Page: £180

Special Positions:

Inside Front Cover (full page): £880
Inside Front Cover (1/2 page): £450
Inside Front Cover (1/4 page): £240

Rates quoted here are before the 20% discount is applied

Artwork specification:

Resolution: 300dpi minimum
Format: tiff or pdf file
Colour: full colour available

Size:

Full-page: 297mm H x 210 mm W
Half-page: 137mm H x 193 W
Quarter-page 120mm H x 85mm W
[please add 3mm bleed to these dimensions for all ads]

Send advert artwork files to:

Tony Trueman, BSA
Media Consultant
07964 023392
tony.trueman@britsoc.org.uk

Magazine inserts

Insert rates:

Cost per single A4 or A5 insert: £475
(before 20% discount)
Larger sizes will be charged extra.

Insert requirements:

The BSA must see inserts in advance of distribution. A standard 3,000 copies of inserts are needed (inserts not used can be returned on request at your cost). Please send inserts to: Washington Direct Mail, Kingsway South, Team Valley, Gateshead, Tyne & Wear, NE11 0SH. Please ensure that deliveries are clearly marked 'BSA NETWORK'.

Deadlines

Spring issue in-magazine ads: 3 February 2017 (3 March for inserts)
Summer issue in-magazine ads: 19 May 2017 (9 June for inserts)
Autumn issue in-magazine ads: 6 October 2017 (27 October for inserts)

BRITISH
SOCIOLOGICAL
ASSOCIATION