

ADVERTISING RATE CARD 2024





Established in 1913, the British Ecological Society is the oldest community of ecologists 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 119 countries.

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.

Get in touch now to secure your place in *The Niche* or to find out more about sponsorship, advertising and exhibition opportunities at BES Annual Meeting.

ADVERTISING RATES 2024

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	£2,000
	4 issues	£2,200
Any other position	1 issue	£780
	2 issues	£1,300
	3 issues	£1,700
	4 issues	£1,900



To book your advertisement contact

Alison Fraser: 0141 946 8708, alison@emsm.org.uk

Michael York: 07780 874279, michael@emsm.org.uk

TECHNICAL SPECIFICATIONS

ARTWORK GUIDELINES

- **Important** – The Niche is **not** A4
- **Page size:** 215mm (W) x 270mm (H)
- **Bleed:** 3mm on all edges
- **Margins:**
 - Top 15mm
 - Bottom 20mm
 - Inside 20mm
 - Outside 20mm
- **Safe area:** Ensure all important content sits within the yellow safe area.
- All photographic imagery must be at least 300dpi and CMYK.

PDF OUTPUT

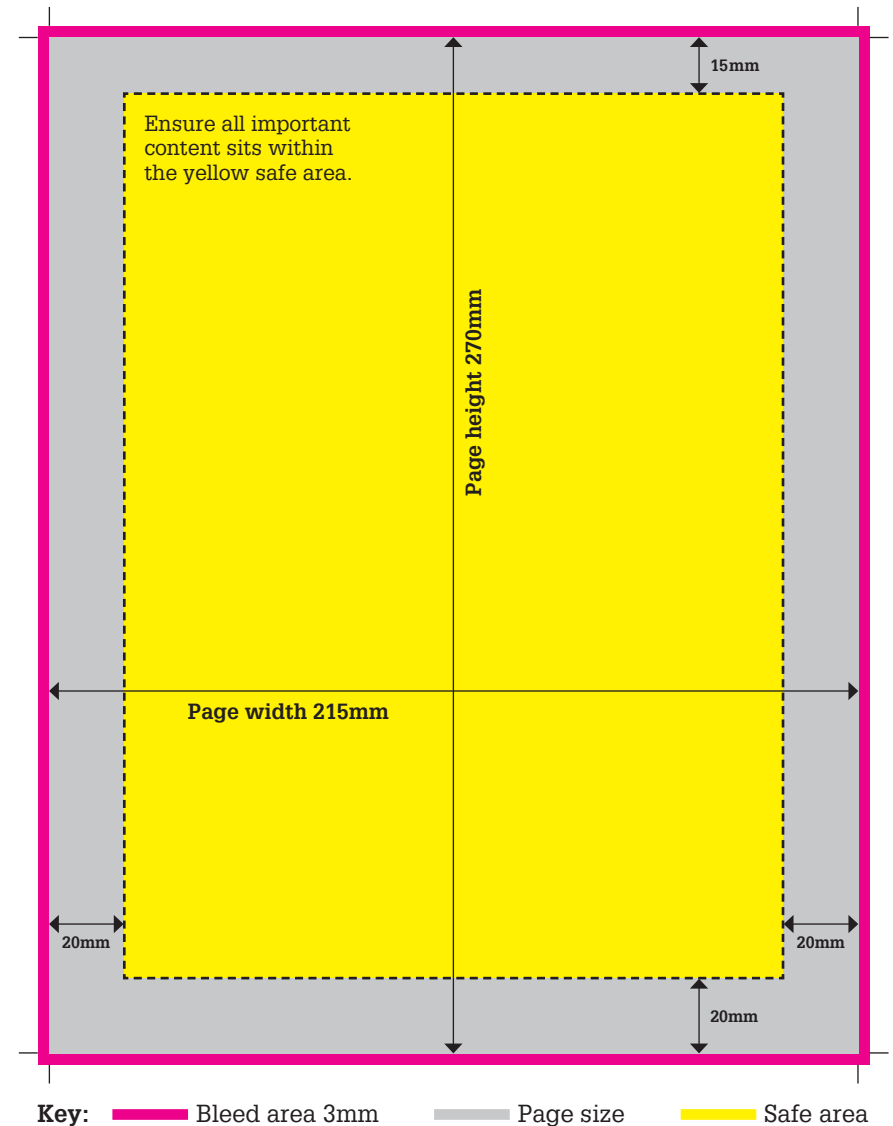
- Adverts to be supplied as a CMYK, **'press quality'** PDF output at 100%.
- Ensure cropmarks are ticked 'on' and set with a 3mm offset.
- Ensure bleed is ticked 'on' and set at 3mm.
- Don't include Pantone (PMS) colours in your artwork, this includes logos.
- Ensure all fonts are embedded.
- The Niche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

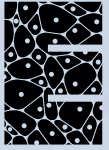
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PAGE SET-UP / DIMENSIONS





**BRITISH
ECOLOGICAL
SOCIETY**



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