



Get Your Message Across

If you've got something to say, why not advertise it through the British Science Association's communications? There is also the opportunity to take advantage of our special Affiliate discount rate offer.

People and Science

The British Science Association's acclaimed quarterly magazine, *People and Science* (readership c3900), provides the latest science and society news. It is read by decision-makers and opinion-formers in parliament, government, higher education and industry, and by individual supporters of the British Science Association. The magazine is also available online. Please see the different ways organisations can advertise in this publication below.



Inserts

Add a loose insert to our mailing for just £200 per 1000 copies. Affiliate members receive a 50% discount on this rate.

Advertisements

Place a full colour advert in our magazine, the table below provides an outline of our requirements.

Advert Size (mm)	Additional Requirements	Affiliate Members	Non-Members
Full Page (210 x 297 with 3mm bleed)	n/a	£400	£800
Half Page (180 x 125 no bleed)	If ad has white background, please supply advert with a border.	£250	£500
Third Page (190 x 75 no bleed)	Please place a border around the ad, no bleed.	Free	£400
Please note, adverts should be sent in the following format: Photoshop 300dpi resolution, EPS CMYK format or high res PDF			
People and Science advertisement deadlines for 2011			
March Issue	June Issue	September Issue	December Issue
24 Jan	25 April	25 July	24 October

Science e-lert

You can also advertise in our monthly e-newsletter the *Science e-lert* (readership c6000). It features wide ranging and diverse activities and the most recent news from the British Science Association. It is read by individual supporters and members of the Association. Each article is limited to 200 words and costs £150 (ex. VAT). Affiliate members can advertise in the *Science e-lert* free of charge.

To see our latest edition please visit www.britishsociety.org/science_e_lert

Contact details

If your organisation would like to advertise, become an Affiliate or would like any other information, please contact the supporter development team at, supporters@britishscienceassociation.org or telephone 0870 241 0664.

