BRITISH HERITAGE

The only U.S.–produced magazine devoted entirely to British history, culture, events and travel.



For more than 35 years, we've been exploring Britain's destinations, customs and colorful landscapes. *British Heritage* unpacks it all like no other magazine on the market — castles and cathedrals, gardens and industrial sites, local history and popular culture — giving you practical travel information through our in-depth features and regular columns like Dateline, Around Town, On the Road and Sceptered Isle.

For more information, email us at info@britishheritage.com.



LOYAL READERS WHO TRAVEL FREQUENTLY TO BRITAIN*

– 92% read every issue (4 out of 4) and 48% say they read 100% of each issue.

– 71% are interested in travel destinations, 65% consider themselves Anglophiles and 59% are of British heritage.

– 88% have a valid passport.

– 69% have traveled internationally in the last three years. 74% of them visited Britain.

– When traveling abroad, they travel by plane (93%), train (50%), rental car (46%), bus (34%), cruise ship (33%) and packaged tour (29%).

– Most stay at hotel chains (64%), with independent hotels (58%) and B&Bs (48%) the next most popular choices.

– On their last trip to Britain they typically were traveling with one (43%) or two (17%) others. They stayed an average of 15 days, and they and other members of their household spent an average of $6,100.

*Statistics from the 2015 *British Heritage* Magazine subscriber study. To request a complete copy, email us at info@britishheritage.com.

– Over 2/3 of *British Heritage* subscribers are women.

– The median age is 66. Many are retired and well educated; 93% attended college.

– *British Heritage* subscribers have the means to travel frequently to Britain for long periods of time; the median household income is over $90,000 per year.

BRITISH HERITAGE MAGAZINE CIRCULATION (NORTH AMERICA): 23,000 SUBSCRIBERS

READER TRAVEL STATS

81% went to — or through — London
46% to the South of England
39% to the North
36% to the Midlands
33% to Scotland
23% to Wales
94% visited historical sites
92% visited pubs or restaurants
81% visited museums
77% shopped
74% visited gardens & national parks

READER INTERESTS

History 97%
Historical figures 95%
Museums 89%
Potential travel destinations . .88%
Maps & travel particulars 87%
Other travel news 73%
Festivals & events. 71%



TO ADVERTISE IN *BRITISH HERITAGE* MAGAZINE

FOR ADVERTISING MATERIALS FROM UK & IRELAND:

British Heritage Full Page trim size is 7.875" x 10.5" — Please build all documents (full pages and partials) to their respective TRIM sizes and for ads that require bleed, please add.125 in/3.2 mm all around.

– Type safety on bleed ads are .25 in/6.4 mm from trim

BRITISH HERITAGE MAGAZINE ADVERTISING SPECIFICATIONS

Ad Unit	Document Trim Size inches/mm	Bleed Dimensions inches/mm
Spread w/Bleed	15.75" x 10.5" • 400 x 267	16.0" x 10.75" • 406 x 273
Full Page N/B	7.0" x 10.0" • 178 x 254	
Full Page w/Bleed	7.875" x 10.5" • 200 x 267	8.125" x 10.75" • 206 x 273
1/2 Horizontal N/B	7.0" x 4.75" • 178 x 121	
1/2 Horizontal w/Bleed	7.875" x 5.0" • 200 x 127	8.125" x 5.25" • 206 x 133
1/2 Vertical N/B	3.375" x 9.75" • 86 x 248	
1/2 Vertical w/Bleed	2.25" x 9.75" • 57 x 248	4.0" x 10.75" • 102 x 273
1/3 Vertical N/B	2.25" x 9.75" • 57 x 248	
1/3 Square N/B	4.625" x 4.75" • 117 x 121	
Cover 4	7.875" x 10.5" • 200 x 267	8.125" x 10.75" • 206 x 273

ADVERTISING RATES

Four Color	1x	3x	6x
Spread w/ Bleed	$3,125	$2,875	$2,750
Full Page	$1,953	$1,797	$1,719
2/3 Page	$1,465	$1,348	$1,289
1/2 Page	$1,123	$1,033	$988
1/3 Page	$846	$779	$745
Covers	**1x**	**3x**	**6x**
Cover 2	$2,808	$2,583	$2,471
Cover 3	$2,564	$2,359	$2,256
Cover 4	$3,052	$2,808	$2,686

2016 PRODUCTION SCHEDULE

Issue	Jan/Feb	Mar/Apr	May/Jun	July/Aug	Sept/Oct
Ad Close	3-Nov-15	29-Dec-15	1-Mar-16	3-May-16	12-Jul-16
Materials Due	10-Nov-15	5-Jan-16	8-Mar-16	10-May-16	19-Jul-16
On Sale	**29-Dec-15**	**23-Feb-16**	**26-Apr-16**	**28-Jun-16**	**6-Sept-16**

British Heritage Magazine is published bi-monthly (6 times per year).



FILE FORMAT SPECIFICATIONS

Desktop file formats: The PDF/X1a format is accepted for file submission. Attention must be paid to the proper creation of PDF/X1a files to ensure that they will reproduce correctly.

Desktop applications (InDesign or QuarkXPress) saved as PDF/X1a (distilled from PostScript). LaserWriter or AdobePS and the DDAPv3 PPD have to be used when saving the Postscript file.

Include only one ad per file.

All high-resolution images and fonts must be included when the PDF/X1a file is saved.

Utilize only Opentype or Type 1 Fonts. No TrueType fonts or Font Substitutions.

Images must be SWOP (CMYK or Grayscale) TIFF or EPS between 200 and 400 dpi.

Total area density should not exceed SWOP 300% TAC.

No RGB or JPEG images. Do not nest EPS file into other EPS files. Do not embed ICC Profiles within images.

All required image trapping must be included in the file(s). Right Reading, Portrait Mode, 100% Size, No rotations. Standard Trim, bleed and center marks in all separations, .5" outside trim. (No marks included in the "live" image area).

Although vector PDF files are preferred, raster PDF files (for example, PDF2Go) will be accepted. The Line Work resolution for Raster PDF files must be 2400dpi. The Continuous Tone resolution for Raster PDF files must be 300 dpi.

COPY & CONTRACT POLICIES







A. PUBLISHER reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In addition, PUBLISHER reserves the right to remove from selected copies of the publication advertisements containing matter that subscribers have deemed objectionable or fraudulent. In the event of such cancellation or rejection by PUBLISHER, advertising already run shall be paid for at the rate that would apply if the entire order were published. Cancellation of any portion of any advertising order or contract by or on behalf of the Advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in a short-rate. In such event, the Advertiser and/or Agency must reimburse PUBLISHER for the short rate within 30 days of invoice therefore.

B. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and PUBLISHER may, at its sole discretion, so label such copy.

C. In the event of errors in advertisements that have not been approved by the Advertiser or its Agency or omissions of any advertisement(s), PUBLISHER's liability shall not exceed a refund of amounts paid to PUBLISHER for the advertisement. The Advertiser is responsible for checking the accuracy of their published advertisement in the first issue in which it appears and reporting any errors immediately following publication of said issue. No compensation will be made for errors not reported immediately following publication of the first issue in which the advertisement appears. PUBLISHER is not responsible for errors in key numbers or for any error due to illegibly written copy. The PUBLISHER will not be liable for errors in advertisements that are submitted and/or approved by the Advertiser or its Agency.

D. The Advertiser and its Agency, if there be one, each represent that any advertising (including product samples) submitted complies with all applicable laws and regulations and does not violate the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce PUBLISHER to publish such advertisement, the Advertiser and its Agency, if there be one, each agrees jointly and severally to indemnify and save harmless PUBLISHER and/or its employees and representatives, against all liability, loss, damage and expense of any nature, including attorney's fees, arising out of any claims for libel, invasion of privacy, copyright or trademark infringement and/or any other claim or suit that may arise out of the copying, printing, publishing, distribution or transmission of such advertisement.

E. Rates and units of space are effective with the February/March 2015 issue. Announcement of any change in rate will be made 30 days in advance of the closing date for the first issue affected by such new rates. Orders for issues thereafter will be at the rates then prevailing.