

Discover Britain



Media Pack





Discover Britain is for those who want to explore Britain's rich heritage and hidden gems. Its culture-loving readers have a thirst for all things British-made, from Wensleydale cheese and Hunter wellies to Garrard tiaras.

As well as immersing themselves in the nation's literary and architectural history, from ancient castles to spectacular stately homes, they want to visit its best museums, hotels and restaurants. Readers trust *Discover Britain* for its discerning county guides and to introduce them to British brands and eccentric personalities.

Discover Britain has both a British readership and a strong North American subscriber base. It speaks directly to the educated, well-travelled Anglophile with a lust for knowledge and distinctly British experiences. Through its broad mix of well-respected writers and stunning photography, this award-winning magazine delivers a contemporary perspective on Britain that celebrates both its heritage and its modernity.



independent
publishing company
of the year **2015**



Fact file

MAGAZINE

100,000+
Global readership

50,000+
Circulation

20,000+
North American subscribers

9,000+
International newsstand

DIGITAL

30,000+
Page views per month

27,500+
Total email database

 2,300+
Facebook likes

 3,600+
Twitter followers

Our readers

- 81% visit London at least once a year
- 80% will use the magazine to plan their next trip to the UK
- 63% are from high-income households
- 51% are female
- 63% have booked an activity after reading about it in *Discover Britain*
- £22 billion was spent by overseas visitors to the UK in 2016
- Inbound tourism is forecast to grow to £57 billion by 2025

Distribution

- Available in all good WHSmith Travel and high street stores in the UK and Barnes & Noble stores in the US.
- Present in Britain's finest hotels and guest houses, first-class passenger lounges, private members' clubs and spas.



Advertising ratecard

MAGAZINE

Double page spread	£5,788
Outside back cover	£4,410
Inside front cover	£4,189
Inside back cover	£3,969
Full page advertorial	£2,887
Full page	£2,625
Half page	£1,575
Quarter page	£840
Eighth page	£525

A 35% discount is available for annual bookings
(all six editions per year)

WEBSITE

Takeover wrapper	£1,500
Online advertorial	£750
Competition	£500 + prize
Leaderboard	£400
MPU	£350

EMAIL MARKETING

Newsletter advertorial	£400
Newsletter sidebar	£400
Newsletter leaderboard	£400
Newsletter button	£300
Solus email	£100 per 1,000

Deadlines

Issues	On sale (UK)	On sale (US)	Copy deadline
April/May 2017	3 March	7 April	17 February
June/July 2017	5 May	9 June	22 April
August/September 2017	7 July	11 August	23 June
October/November 2017	1 September	6 October	18 August
December 2017/January 2018	3 November	8 December	20 October
February/March 2018	5 January	9 February	20 December



Advertising contacts

Head of Market

Natasha Syed

natasha.syed@chelseamagazines.com

(0)20 7349 3732

Sales Executive

Alex Smyth

alex.smyth@chelseamagazines.com

(0)20 7349 3743

Advertising Manager

James Davis

james.davis@chelseamagazines.com

(0)20 7349 3295

THE
CHELSEA
MAGAZINE
COMPANY
LTD

Jubilee House, 2 Jubilee Place, London, SW3 3TQ. www.discoverbritainmag.com