

# BRITISH HERITAGE TRAVEL

*British Heritage Travel inspires, educates and empowers travelers—be they Anglophiles, expats, historians, or culture mavens—to explore the Britain that is great.*



British

Heritage Travel

provides unexpected adventures--whether they are found in castles, cathedrals, gardens, stately homes, or single-track roads. We unpack British customs and cuisine, language and geography, landscapes and politics. We spotlight the best in restaurants and hotels, plays and museum exhibitions in London, and beyond. We are the thinking-person's guide to England, Wales, and Scotland. Find our passion--and yours--for all things British, in our pages.

**For more information, email us at [advertise@britishheritage.com](mailto:advertise@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](mailto:info@britishheritage.com).



- *British Heritage Travel* subscribers travel frequently, having both the time and the means to take long trips.
- *British Heritage Travel* Subscribers are twice as likely to be female as male.
- *British Heritage Travel* subscribers are affluent and highly-educated; two-thirds are over 65; most are retired.
- *British Heritage Travel* subscribers over 65 take longer trips and spend more than those under 65.

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

## READER TRAVEL STATS

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

## READER INTERESTS

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



## TO ADVERTISE IN BRITISH HERITAGE TRAVEL MAGAZINE

FOR ADVERTISING MATERIALS FROM UK & IRELAND:  
PLEASE NOTE: THESE SPECIFICATIONS AND RATES ARE EFFECTIVE  
WITH THE MAY/JUNE 2016 ISSUE OF BRITISH HERITAGE TRAVEL.

British Heritage Travel full page trim size is 9.0" x 10.875" • 229 x 277 mm — 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 TRAVEL MAGAZINE ADVERTISING SPECIFICATIONS

Ad Unit	Document Trim Size inches/mm	Bleed Dimensions inches/mm
Spread w/Bleed	18.0" x 10.875" • 457 x 277	18.25" x 11.125" • 464 x 283
Full Page N/B	8.0" x 10.0" • 203 x 254	
Full Page w/Bleed	9.0" x 10.875" • 229 x 277	9.25" x 11.125" • 235 x 283
1/2 Horizontal N/B	8.0" x 5.0" • 203 x 127	
1/2 Vertical N/B	4.0" x 10.25" • 102 x 260	
1/3 Vertical N/B	2.5" x 10.0" • 64 x 254	
1/3 Square N/B	5.5" x 5.0" • 140 x 127	
Cover 4 w/Bleed	9.0" x 10.875" • 229 x 277	9.25" x 11.125" • 235 x 283

For more about ad specifications, email [spang@gvmlink.com](mailto:spang@gvmlink.com)

### ADVERTISING RATES (U.S.D.)

Four Color	1x	3x	6x
Spread	\$4800	\$4300	\$3800
Full Page	\$3000	\$2700	\$2400
1/2 Page	\$1800	\$1600	\$1400
1/3 Page	\$1150	\$1050	\$950
Covers	1x	3x	6x
Cover 2	\$ 3900	\$3570	\$3120
Cover 3	\$3750	\$3375	\$3000
Cover 4	\$4050	\$3645	\$3240

### 2016 PRODUCTION SCHEDULE

Issue	May/Jun	July/Aug	Sept/Oct	Nov/Dec
Ad Close	1-Mar-16	3-May-16	12-Jul-16	6-Sept-16
Materials Due	8-Mar-16	10-May-16	19-Jul-16	13-Sept-16
On Sale	26-Apr-16	28-Jun-16	6-Sept-16	1-Nov-16

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

For any other questions, email us at [advertise@britishheritage.com](mailto:advertise@britishheritage.com)



### 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.



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- E. Rates and units of space are effective with the May/June 2016 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.