

BRINGING BRITAIN TO YOU



Discover Britain

MEDIA PACK 2023

TOTAL
COMBINED
REACH OF OVER
200,000



FROM THE EDITOR

Discover Britain is an award-winning glossy magazine, which brings Britain into the homes of our affluent overseas readers (and a growing number of UK residents) who want to read about the best in British travel, heritage, & culture.

Our readers look to us for travel inspiration, and they love to hear about the people doing extraordinary things in the world of British tourism, be they food and drink producers, ground-breaking hotels, or exciting new travel routes.

With exclusive behind-the-scenes access at stately homes and major institutions, we tell our nation's history through a contemporary lens, and our exclusive interviews give a voice to some of Britain's everyday heroes, continuing our traditions today.

Discover Britain is the perfect travel companion for anyone wanting to celebrate and experience the best of Britain right now.



A stylized, handwritten signature of Sally Coffey in dark ink.

Sally Coffey
Editor

Discover Britain

- 6 UK editions; 6 North American editions
- 140,000 Print Readership
- 20,000 Print Subscribers
- 60,000 Digital Reach
- 21,000 Email Subscribers
- Circulation of over 30,000 copies per issue



OUR AUDIENCE

Discover Britain has a healthy British readership and a strong international subscriber base in North America, Australia and beyond. The magazine speaks directly to the educated, well-travelled Anglophile with a lust for knowledge and distinctly British experiences. Our audience of passionate travel enthusiasts utilise each issue of *Discover Britain* to plan their perfect itineraries for this year and beyond. They are also eager to engage with interests such as gardening, gourmet food and culture from a British perspective, as they seek out the latest British products, produce and memorabilia.

DISTRIBUTION

- Strategically promoted at leading newsstands including WHSmith High Street and Travel stores in the UK and Barnes & Noble and Books-A-Million stores in the US
- Independent newsagents in the UK and overseas
- A regular stream of distribution flows through the country's finest hotels, guesthouses, and other upmarket retail outlets
- Discover Britain has been handpicked to appear on bespoke media libraries available at 500 prime locations, including almost every four-star and five-star hotel in London
- Additional distribution at key events across the UK throughout the year

CREATIVE PARTNERSHIPS

We are delighted to work with key partners within the travel industry to create high-quality content that brings a product or service to life in a way that truly resonates with our readership. Please contact us directly to discuss bespoke creative solutions.

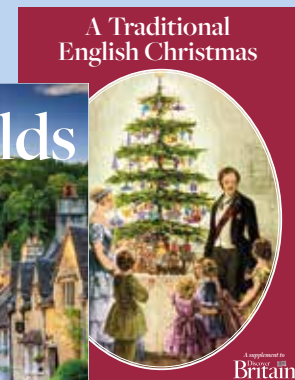


MAGAZINE

FACEBOOK



INSTAGRAM



BOOKAZINES & SUPPLEMENTS



DISCOVER BRITAIN WEBSITE

Discover Britain reaches readers via all these platforms



BRAND-NEW 'DISCOVER' TRAVEL SPECIALS

Starting with Northumberland in the Feb/March 2023 issue, Discover Britain is introducing new regional travel specials each issue. These 30–40-page specials will provide our readers with comprehensive travel guides that will really make them want to visit each region, homing in on aspects of specific interest to our audience: history, heritage, culture, attractions, while giving a true behind-the-scenes feel.

Each region featured will also have a dedicated section on our website, listing the best places to stay, eat and drink in the area, as well as provide details on the region's top things to do.

We are working with tourist boards and destination management organisations to increase distribution of our travel specials at key visitor attractions and events throughout the region and we are also discussing contra-marketing deals with carefully selected partners to maximise reach.

Travel specials we are planning over the next year include:

The Southwest	The Lake District	The Southeast
London	East Anglia	Edinburgh, Skye & The Highlands
The Cotswolds		

DISCOVER NORTHUMBERLAND



Berwick-upon-Tweed



Berwick-upon-Tweed is a historic town on the border with Scotland. It is known for its stone bridge and its role in the Wars of Scottish Independence. The town is a UNESCO World Heritage Site and is a popular tourist destination.

TAKE FIVE

Take Five is a section that provides a quick overview of the region's top attractions and activities. It includes a list of the top five things to do in the region, a list of the top five places to stay, and a list of the top five things to eat and drink.



A Darling Rescue

Veronica, a young woman from the region, was rescued from a dangerous situation. The article tells the story of her rescue and the role of the local community.



The Sutton Hoo of THE NORTH

The Sutton Hoo of the North is a section that provides a quick overview of the region's top attractions and activities. It includes a list of the top five things to do in the region, a list of the top five places to stay, and a list of the top five things to eat and drink.



The other treasures of Lindisfarne

The other treasures of Lindisfarne is a section that provides a quick overview of the region's top attractions and activities. It includes a list of the top five things to do in the region, a list of the top five places to stay, and a list of the top five things to eat and drink.



Alnwick Castle

Jeremy Flint meets the Duke of Northumberland for an exclusive behind-the-scenes tour of the castle that has been his family seat for over 700 years.



RATE CARD

MAGAZINE DISPLAY	
Double page spread	£6,135
Outside back cover	£4,675
Inside front cover	£4,441
Inside back cover	£3,969
Full page	£3,740
Half page	£2,046
Quarter page	£1,110
Double page spread advertorial	£7,669
Full page advertorial	£4,675
Inserts (per thousand)	POA

EMAIL MARKETING	
Newsletter advertorial	£750
Newsletter leaderboard	£475
Bespoke Solus email	£100 per 1000

ONLINE		RATE PER MONTH
Reskin		£2,500
Online advertorial		£950
Competition		£1,000 + prize
Double MPU		£950
MPU		£550
Billboard		£750
Leaderboard		£750
Social Media Post		£300

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