
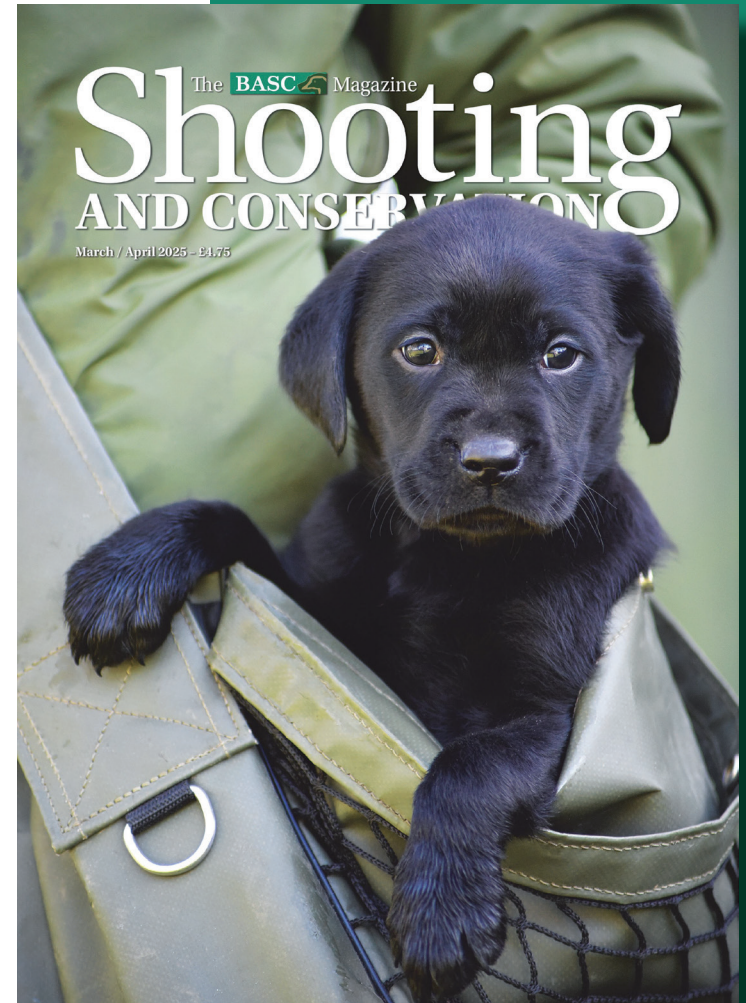


The **BASC**  Magazine

# Shooting AND CONSERVATION

The BASC Magazine is exclusively for members of BASC (British Association for Shooting & Conservation) the biggest and most established sport shooting association in the UK

- Circulation is 127,777 ABC January-December 2024 
- Mailed directly to members 6 times a year
- 45.3% are AB (index 174, national average 26.1%)\*
- 70.1% are ABC1 (index 130, national average 54%)\*
- 75% of members are aged 45+\*
- Average member age is 53\*
- 11% of individuals on the Sunday Times Rich List are BASC members!



\* Source: Mosaic/TGI analysis of BASC postcodes

# Shooting

## AND CONSERVATION

# The **BASC** Magazine

## January/February

Published: First week of the month  
Copy Deadline: 1st December  
Insert Delivery: 17th December

## March/April

Published: First week of the month  
Copy Deadline: 2nd February  
Insert Delivery: 18th February

## May/June

Published: First week of the month  
Copy Deadline: 1st April  
Insert Delivery: 22nd April

## July/August

Published: First week of the month  
Copy Deadline: 1st June  
Insert Delivery: 24th June

## September/October

Published: First week of the month  
Copy Deadline: 3rd August  
Insert Delivery: 19th August

## November/December

Published: First week of the month  
Copy Deadline: 1st October  
Insert Delivery: 21st October

## RATES

DPS	£4,950
Full Page	£2,750
Half Page	£1,515
Quarter Page	£835
Eighth Page	£460
Classified	£30 scc

Outside Back Cover	£3,440
Inside Front Cover	£3,300
Inside Back Cover	£3,300

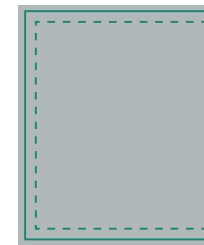
Guaranteed Positions +15%

BASC Member Discount -10%

Agency Discount 15%

Insert Guide Price	
Up to 15g:	£50.00 cpt
Over 15g:	On application

## SPECIFICATIONS



**Full Page**

Trim: 210mm x 297mm  
Bleed: 216mm x 303mm  
Type: 190mm x 268mm



**Half Page Horizontal**  
190 mm x 130 mm



**Half Page Vertical**  
90mm x 268mm



**Quarter Page**  
90mm x 130mm

## WHAT MEMBERS SAY

"I haven't been a BASC member for very long, and received my first BASC magazine recently. I just wanted to say how much I thoroughly enjoyed the read, lots of really interesting and informative articles that I learnt from. Much more so than some of the magazines I choose to go and buy. With thanks." *Ms H Thomas*

"BASC is the way forward, I get everything I need to know or purchase in one package." *Mr N Cole*

"As a buying tool I need go nowhere else." *Mr J Knowles*

## CONTACT US

### Jerry Hall

Advertising Manager  
07792 909275  
jerry.hall@madisonbell.com

### Ross Hurford

Production Manager  
020 7389 0871  
ross.hurford@madisonbell.com

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### Madison Bell Ltd

Portland House, 4 Great Portland Street,  
London W1W 8QJ