

THE OFFICIAL MAGAZINE

BRITAIN

MEDIA PACK | 2024





TOTAL
COMBINED
REACH OVER
345,000

FROM THE EDITOR

BRITAIN – The Official Magazine, three-time winner of the Best Consumer Holiday Magazine category at the British Travel Awards, is the authoritative voice on UK travel, culture, heritage and style, and the go-to publication for visitors fascinated by our rich and illustrious history.

Each issue is packed with tales of kings and queens, heroes and villains and the stories behind our castles, cathedrals, stately homes and gardens, countryside, and coastline.

With stunning photography that showcases our proud nation at its finest, every issue of BRITAIN takes you on a colourful and nostalgic journey through our honeypot villages and iconic landmarks, all while celebrating our deep-rooted traditions.



Natasha

Natasha Foges
Editor

OUR REACH

- 6 UK editions; 6 North American editions
- 155,000 Print Readership
- 25,000 Print Subscribers
- 192,000 Digital Reach
- 39,500 Email Subscribers

READERSHIP

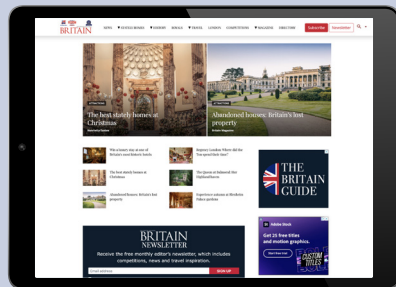
Our readers are a discerning and affluent mix of high-earning nationals and Anglophiles who tend to travel in couples or as part of a group. They are an older readership with the time to travel, not only for longer periods but multiple trips every year. They love gardens, gourmet food and the arts, and enjoy learning about our heritage and history, visiting our stately homes and palaces, and experiencing the very best of Britain in terms of shopping, accommodation, restaurants and attractions.



SOLUTIONS

Promoting your brand through our omni-channel offering – across print, digital and social – offers a truly effective and integrated approach.

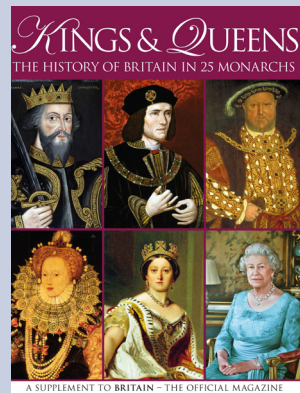
- UK/International edition (print & digital)
- North American edition (print & digital)
- Supplements
- Glossy annual Britain and London guides
- Digital monthly newsletters



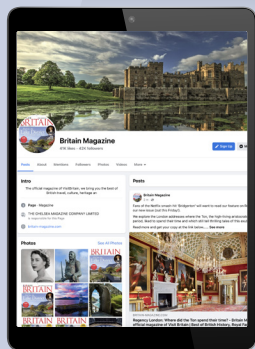
BRITAIN WEBSITE



FACEBOOK



SUPPLEMENTS



PRINT MAGAZINE

DISTRIBUTION

- Strategically promoted at leading newsstands including WHSmith High Street and Travel stores 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
- BRITAIN has been handpicked to appear on bespoke media libraries available at 500 prime locations, including almost every 4* and 5* hotel in London

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.



PROMOTIONS



BOOKAZINES





ADVERTISING RATE CARD

DISPLAY

Double page spread	£6,505
Outside back cover	£4,960
Inside front cover	£4,710
Inside back cover	£4,460
Full page	£3,965
Half page	£2,170
Quarter page	£1,180
Double page spread advertorial	£8,130
Full page advertorial	£4,960
Inserts (per thousand)	POA

ADVERTISING CONTACTS

Group Advertising Manager
Daisy Welch
07399 035 965
daisy.welch@chelseamagazines.com

Senior Sales Executive
Melissa Arancio
020 7349 3735
melissa.arancio@chelseamagazines.com

Advertising The Chelsea Magazine Company, 111 Buckingham Palace Rd, London SW1W 0DT Tel 020 7349 3700

DIGITAL

DIGITAL

We offer an integrated omni-channel solution through our website, social media and e-marketing platforms.

- 98,000 monthly average unique users
- 218,000 monthly average page views
- 39,500 email subscribers
- 55,000 social media followers



DIGITAL RATES

DIGITAL	
Reskin	£2,650
Online advertorial	£1,010
Competition	£1,060 + prize
Double MPU	£1,010
MPU	£585
Billboard	£795
Leaderboard	£795
Online Directory	£320
Social media post	POA
EMAIL	
Newsletter advertorial	£795
Newsletter leaderboard	£505
Bespoke Solus email	£110 per 1000

Our comprehensive website is a deep dive across the industry: stately homes, history, royals, travel, news, competitions. Inspirational, user-friendly, and packed with tales of kings and queens, castles and cathedrals, stately homes and gardens, countryside and coastline, it is the perfect choice for everyone with a thirst for the UK's rich history and traditions.

All advertisement bookings are subject to Chelsea Magazine Company's standard terms and conditions. Final copy is required on the ad copy deadline. Cancellations must be made in writing at least eight weeks prior to publication. All advertisements are subject to VAT at the standard rate. A discount of 10% is available to PPA-approved agencies. Production charges for alteration and setting may apply.



CALENDAR 2024

JAN/FEB 2024

BOOKING DEADLINE
24 November
ARTWORK DEADLINE
28 November
ON SALE DATE
8 December

MARCH/APRIL 2024

BOOKING DEADLINE
26 Jan
ARTWORK DEADLINE
30 January
ON SALE DATE
9 February

MAY/JUNE 2024

BOOKING DEADLINE
22 March
ARTWORK DEADLINE
22 March
ON SALE DATE
5 April

JULY/AUG 2024

BOOKING DEADLINE
24 May
ARTWORK DEADLINE
28 May
ON SALE DATE
7 June

SEPT/OCT 2024

BOOKING DEADLINE
26 July
ARTWORK DEADLINE
30 August
ON SALE DATE
9 August

NOV/DEC 2024

BOOKING DEADLINE
27 September
ARTWORK DEADLINE
1 October
ON SALE DATE
11 October