



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 134,339 ABC Jan-Dec 2020. Over 3000 more readers than last year.
- 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*
- Average Household Income is £41,816 (National Average £29.4k)*
- 11% of individuals on the Sunday Times Rich List are BASC members!

* Source: Mosaic/TGI analysis of BASC postcodes



January 2021

Copy Deadline: 1st December
Insert Delivery: 18th December
Publication Date: 4th January

March 2021

Copy Deadline: 1st February
Insert Delivery: 22nd February
Publication Date: 3rd March

May 2021

Copy Deadline: 1st April
Insert Delivery: 21st April
Publication Date: 3rd May

July 2021

Copy Deadline: 1st June
Insert Delivery: 18th June
Publication Date: 1st July

September 2021

Copy Deadline: 2nd August
Insert Delivery: 18th August
Publication Date: 1st September

November 2021

Copy Deadline: 1st October
Insert Delivery: 18th October
Publication Date: 1st November

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
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Inside Back Cover	£3,300

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BASC Member Discount -10%

Agency Discount 15%

Insert Guide Price	
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Full Page

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

Half Page

Horizontal	190mm x 130mm
Vertical	90mm x 268mm

Quarter Page

90mm x 130mm

"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

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