

Deer

The journal of
The British Deer Society

- Official quarterly publication of the British Deer Society
- Mailed direct to BDS members
- Largest reach of committed stalking enthusiasts
- A4 glossy colour magazine
- Print readership of approx 14,100*
- Digital version reaches 10,032 subscribers every week
- <http://www.digitaldeer.co.uk/>



MEDIA PACK 2018



Deer is published by Perdix Publishing Limited, Bridge Farm, Chediston, Halesworth, Suffolk IP19 0AE

WHO READS DEER JOURNAL?

Deer readers are:

- British Deer Society members
- Passionate about deer conservation, management and welfare
- Prime buying audience for sporting equipment, accessories, clothing, footwear, optics and other deer management products and services
- Individuals and businesses interested in all aspects of deer welfare and management, who seek information and advice on many topics including conservation and legal matters

FACTS ABOUT BRITISH DEER SOCIETY MEMBERS:*

• 97% are male

- Average age is 55 years
– 82% over 45*
- Average income:
£51,000 – 65% working*

• 90% own at least one dog

- 86% attend country/
agricultural shows

• Typical car type: 4x4 off-roader (78%)



• 94% hold a current firearm certificate

- 41% own or manage over 1,000 acres
- 61% own or manage over 500 acres
- 81% are involved in game shooting
- 73% are involved in rough
shooting / wildfowling
- 61% are involved in target shooting

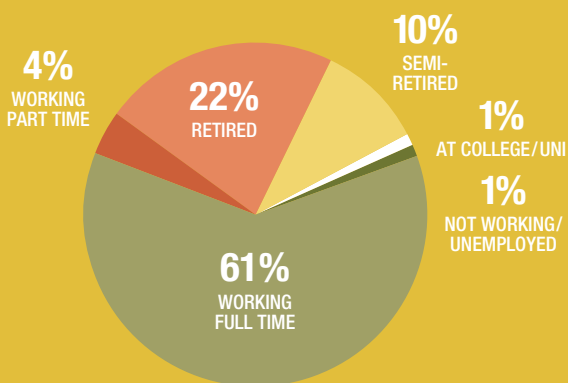
• 92% are active deer stalkers

- 51% of readers go woodland stalking
21+ times a year
- 51% watch / stalk deer outside the UK
- 60% have purchased sporting equipment
or accessories from a magazine

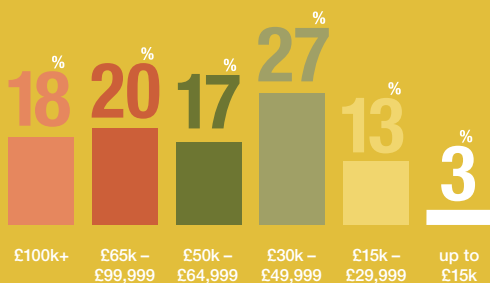


*(BDS Deer Journal Readership Research 2015)

WORKING STATUS



ANNUAL GROSS HOUSEHOLD INCOME



BENEFITS TO ADVERTISERS

- A highly respected organisation and magazine
- Targeted circulation ensures your products reach a dedicated audience
- An enthusiastic and passionate readership – 61% actively purchase goods and services as a result of advertising they have seen in *Deer*
- 70% of readers keep *Deer* for future reference or to pass on to a friend
- Average time taken to read the journal is 2¼ hours

DEER SCHEDULE 2018

Print publication date

Spring (April 18)
 Summer (July 18)
 Autumn (October 17)
 Winter (January 16 2019)

Copy date

February 23
 June 1
 August 31
 November 16

Copy deadline: 6 weeks prior to publication date

Email: jill@perdix-publishing.com

Copy to be sent to:

Advertisement Production Dept.
 Perdix Publishing Ltd, Brimlin, Folly Lane,
 Chattisham, Suffolk IP8 3QQ

PRINT ADVERTISING RATES**

Display rates (colour)	mm (HXW)	
Double page spread (bleed)	303 x 426	£1375
Double page spread (non-bleed)	267 x 392	£1375
Standard full page (bleed)	303 x 216	£625
Standard full page (non-bleed)	267 x 183	£625
Inside front cover (bleed)	303 x 216	£750
Outside back cover (bleed)	303 x 216	£750
First right hand page (bleed)	303 x 216	£750
Inside back cover (bleed)	303 x 216	£675
Half page (horizontal)	131 x 183	£375
Half page (vertical)	267 x 89	£375
Quarter page (vertical)	131 x 89	£225

Classified rates

Eighth page	63 x 89	£135
Semi-display	per scc	£13
Lineage (min 20 words)	per word	£1.50
Loose inserts (based on single sheet A4 – subject to sight of copy)	per 1000	£60

BDS Member rates

10% discount on all listed rates

Multiple insertion discounts

2 insertions – 10%
 3 insertions – 15%
 4 insertions – 20%

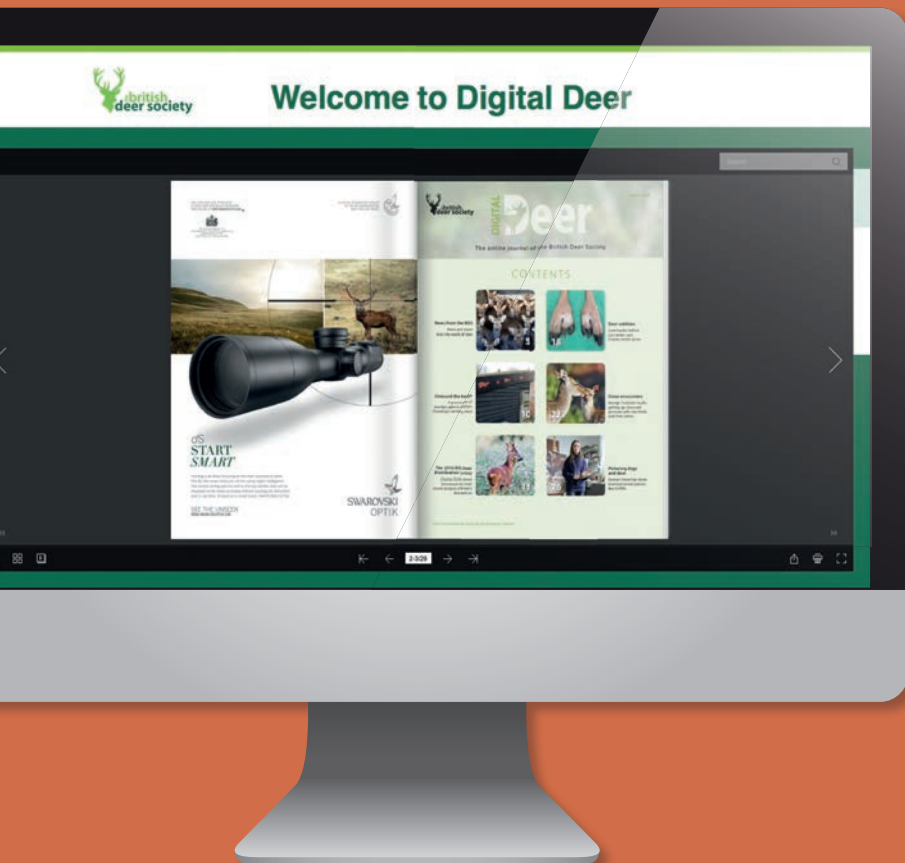
Technical Data

Available on request.

Conditions

The conditions for acceptance for all advertisements for publication in *Deer* are set out in the Advertisement Conditions and General Information 2016, a copy of which is available on request.

** All rates are subject to VAT



DIGITAL DEER

Introducing **Digital Deer**, the digital interpretation of the British Deer Society's journal *Deer*, a free, online flick through magazine available to all.

- Distribution via the British Deer Society's E-Newsletter *Deerbytes*
- 10,032 existing subscribers, 39% of whom are BDS members, 61% non-members comprising opinion formers, decision makers, NGOs, media, giving a total print/digital audience of 20,260
- **Digital Deer** aims to appeal to a wider audience interested in the countryside, covering issues affecting our deer population beyond the BDS membership, and focusing on promoting conservation in balance with the environment



ONLINE ADVERTISEMENT RATES**

Display rates	mm (HXW)	pixels	price
First full page	297 x 210	595 x 842	£750
Standard full page	297 x 210	595 x 842	£625
Half page (horizontal)	148 x 210	595 x 421	£375

BDS Member rates

10% discount on all listed rates

Multiple insertion discounts

2 insertions – 10% 3 insertions – 15% 4 insertions – 20%

Technical Data

Advert to be supplied as a jpeg or png file
 Minimum file size 72dpi
 Videos – Supply code from YouTube or Vimeo
 Audio – MP3

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<http://www.digitaldeer.co.uk/>

FOR ALL ADVERTISEMENT ENQUIRIES PLEASE CONTACT PERDIX PUBLISHING

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