

**Big Carp Magazine!** *a history of excellence*

THE ORIGINAL  
AND NEVER BETTERED



Advertising from  
Europe's Top  
Manufacturers  
and Retailers



**A Bountyhunter Publication  
Publishers of High Quality Carp  
Angling Books & Magazines**

**Written  
& Read by  
the World's  
Top Carp  
Anglers**

**ADVERTISING  
MEDIA PACK 2013-2014**

**Still The Only One Worth Reading!**

# Big Carp – Big News

We have had some major developments in 2012 and Big Carp, although in its 23rd year, is making headlines once again in carp fishing circles. At the beginning of 2012 our distribution was taken over by circulation giants COMAG, ending a 15-year term with Diamond Magazines, our previous distributor. Comag has doubled our news trade distribution and there are plans in motion to carry on extending our penetration through 2013 and onwards into a host of previously uncharted retail outlets. The result of this was the fulltime appointment of our in-house distribution manager Mr. Mark Handley who has over 20 years experience of managing / distribution in the news trade.

In 2011 we were approached by The Apple Store with a view to expanding their Angling Title Apps. We were the first of the carp fishing titles to explore this new avenue and we have now had an i-Version and an Android version of Big Carp magazine for two years. This is available from The Apple Store, iTunes, Magazine Cloner, Pocket Mags and The Android Market Place. The App is now being viewed by thousands of people in over 40 countries every month on either smartphones, iPods, iPads, laptops or computers... This market is expanding rapidly! An online magazine costs very little to buy; there are no transportation costs and is an excellent extension to the hard copy. Furthermore Big Carp magazine is very active on the social networks with upwards of 30,000 people reading our daily posts regarding information relative to each issue.

As you can see there are many reasons why advertising in Big Carp is better value for money now than it has ever been. Add to these our 3000-strong subscription base and award winning website and the package of advertising, competitions, reviews and subscription offers that we can offer you, along with our highly competitive rates, and it makes Big Carp excellent value for money. Don't forget that we still design and originate all your advert artwork FREE OF CHARGE. This alone saves you thousands of pounds over the course of a year if you were having this service carried out by design studios or even other carp magazines!

Rob is very much a team player – advertise with Big Carp and he will get behind your brand to the best of his ability. You have his personal promise that he and his team will look after you and push your brand through every possible avenue. They are always available, reliable and men of their word. They realise fully, as family men themselves, the importance of value for money in this tough economic climate we find ourselves in. We will not just take your money and run; we will earn every penny and offer you our personal advice on all aspects of the package based upon the knowledge they have amassed during their thirty years in angling publications.

As we approach our 200th issue, Rob is very proud of Big Carp; he has always tried his hardest to publish a carp magazine for the people, one which has real articles from real carp anglers, and it appears that all this has paid off. Big Carp magazine has a huge following and is regarded by most as the best carp fishing read available.

These days, when people are demanding value for money and are looking for a read with some depth to it, more and more people are turning to Big Carp... That is why you should be advertising in it! Rob is looking forward to working with your company in 2013 – a simple call or email is all it takes, and we will look after the rest, making your advertising campaign easy and hassle free.

Best Fishes,

*Rob Maylin*

# Why advertise in Big Carp Magazine?

Big Carp is the 'original' specialist carp magazine, with 22 years' experience in providing the best reading available to the carp fisher. Distributed through W. H. Smiths for the past 20 years, it provides the advertiser with the perfect vehicle to promote new products. Whether it be the latest tackle, baits or even fisheries here and abroad, our five-figure distribution ensures that anglers everywhere will be aware of your product. Indeed with Big Carp now being sold to nine different countries, worldwide advertising is very affordable. As you can see our rates are very competitive, with even better deals for the long-term advertiser. With so many magazine options to choose from we guarantee the best package to all our advertisers.

It would be easy just to 'take your money and run' but we pride ourselves on our 'extra' services. Big Carp has a dedicated team of field testers and reviewers who, once supplied with your product, will not only write a comprehensive editorial review, but also give the purchaser ideas of how to get the most out of your product, and give you feedback on how to improve and even market your product most effectively. You may also wish to promote your product or services through competitions or subscribers' offers, something many of our advertisers have found beneficial. Be assured that we will do our very best to make your advertising work – after all it's in our interest if we want you to continue advertising.

As editor I am very passionate about Big Carp; the magazine is very much part of my life, and its future lies firmly in my hands. Its unique 'cutting edge' style has secured a very special place in carp anglers' hearts, with a dedicated following of readers eager to learn the latest methods and to hear from our high profile contributors. Our writers are second to none, and I am constantly on the lookout for young talented anglers who are getting amongst the fish. This way the reading material is always fresh, always relevant, and the most up to date available. With over a million copies read since Issue One way back in 1991, where better to place your advertising than in the carp angler's favourite magazine, Big Carp, a history of excellence?

Here's a list of all the shows we will be at in the near future and any special guests.

## **Saturday and Sunday 10th and 11th November**

The Carp Spectacular Show – at the Kent Showground, Detling, Kent.

*Rob Maylin with many other famous carpers.*

## **Saturday and Sunday 1st and 2nd December**

Carp Society Winter Show at Sandown Park.

*Launching Mike Wilson's book on the stand and the Yateley book volume I in the signing room.*

## **Saturday and Sunday 19th and 20th January**

British Carp and Angling Show At the Norfolk Showground, Norwich, Norfolk.

*Rob Maylin with many other famous carpers.*

## **Saturday and Sunday 26th and 27th January 2013**

The Brentwood Show

*Launching Big Carp legend John Harry*

## **Saturday and Sunday 16th and 17th February**

The Carp Show – Coventry – Ricoh Stadium

*New book launch to be decided.*

## **Saturday and Sunday 23rd and 24th February 2013**

The Big One at Farnborough Airport

*Launching Yateley volume II at the stand and signing area.*

## **Saturday and Sunday 2nd and 3rd March 2013**

5 lakes, Tiptree, Essex

*Launching Big Carp Hunters series.*

**Overseas: Zwolle 2013 – details to follow.**

*Rob Maylin*

# Advertising Rates

Page Size	Big Carp
OBC (Outside back cover)	£750
IBC (Inside back cover)	£600
IFC (Inside front cover)	£600
Full Page 4-Colour	£500
Half Page 4-Colour	£300
Quarter Page 4-Colour	£200
Eighth Page 4-Colour	£150
Web Directory	£100



Placing your advert in Big Carp Magazine has never been easier. With competitive prices and discounts on block bookings, Big Carp Magazine provides you with a great platform in which to communicate with the angling community.

You have the option in which to place a one-off advert in a specific month or to run a series of ads spanning each month of the year.

You'll find all our deadlines for 2013 on the following pages along with simple, easy-to-use booking form. All you need to do is download and print the booking form and fill in all the information it asks you for then either fax or post your completed form to the address opposite.

## Postal Address:

Big Carp Ad Bookings  
44 Herbs End  
Cove, Hampshire  
GU14 9YD

**Fax:** 01252 373658

**Enquiries:** 01252 373658

If you'd prefer to email your booking or you have any other enquiries then please feel free to send them to the following address:

**Email:** [bigcarpstudio@hotmail.co.uk](mailto:bigcarpstudio@hotmail.co.uk)

For convenience you can also book online at:  
**[www.bigcarpmagazine.co.uk](http://www.bigcarpmagazine.co.uk)**

# Advertising deadlines 2013

Month	Issue No	Magazine Out	Artwork Design in by	Final Artwork in by
Jan 2013	197	Monday 3rd Dec	Monday 19th Nov 2012	Wednesday 21st Nov 2012
Feb 2013	198	Thursday 20th Dec	Monday 10th Dec 2012	Wednesday 12th Dec 2012
Mar 2013	199	Monday 28th Jan	Wednesday 16th Jan 2013	Friday 18th Jan 2013
Apr 2013	200	Monday 25th Feb	Wednesday 13th Feb 2013	Friday 15th Feb 2013
May 2013	201	Monday 25th Mar	Wednesday 13th Mar 2013	Friday 15th Mar 2013
Jun 2013	202	Thursday 25th Apr	Monday 15th Apr 2013	Wednesday 17th Apr 2013
July 2013	203	Tuesday 28th May	Friday 17th May 2013	Monday 20th May 2013
Aug 2013	204	Monday 24th June	Wednesday 12th Jun 2013	Friday 14th Jun 2013
Sep 2013	205	Thursday 25th July	Friday 12th Jul 2013	Tuesday 16th Jul 2013
Oct 2013	206	Tuesday 27th Aug	Friday 16th Aug 2013	Monday 19th Aug 2013
Nov 2013	207	Tuesday 24th Sept	Friday 13th Sep 2013	Monday 16th Sep 2013
Dec 2013	208	Monday 28th Oct	Wednesday 16th Oct 2013	Friday 18th Oct 2013
Jan 2014	209	Monday 25th Nov	Wednesday 13th Nov 2013	Friday 15th Nov 2013
Feb 2014	210	Thursday 19th Dec	Monday 9th Dec 2013	Wednesday 11th Dec 2013

## Booking Form 2013

**Name:** .....

**Company Name:** .....

**Issues you are interested in advertising in:**

Jan  Feb  Mar  Apr  May  Jun

Jul  Aug  Sep  Oct  Nov  Dec

**Size of advert to be placed:**

Full page  IBC  IFC  OBC

Half Page Horizontal  Half Page Vertical

Quarter Page  Eighth Page

**Signature:** .....

# Advertising Specification

Dimensions of Adverts	
Full Page	210mm x 297mm
Full Page with Bleed	216mm x 303mm
Half Page Horizontal	180mm x 130mm
Half Page Vertical	86mm x 260mm
Quarter Page	86mm x 130mm
Eighth Page	86mm x 65mm

## New Advert Set-Up:

If you don't already have an advert then don't worry, we can design one for you f.o.c.. Simply tell us all your requirements and supply any photographs/logos to the address below. A proof will then be sent to you shortly after for approval.

If you currently have an advert in another publication, then we are normally able to source this directly from them.

## How to supply your advert:

Existing adverts can be supplied on any data capture media or emailed to the address above.

We can accept ads in the following formats:

- Quark Xpress, Adobe Indesign, Adobe Illustrator  
(including ALL fonts, logos and images)
- Photoshop PSD, JPG, EPS or TIF  
(CMYK & High Resolution)
- Press Quality PDF

If you have any problems then please call the number opposite.

## Where to send ads:

F.A.O: Colin Spray  
Dataset Origination Ltd  
70 Harbour Way  
St Leonards-on-Sea  
East Sussex  
TN38 8EU

**Email:** [colin.spray@btinternet.com](mailto:colin.spray@btinternet.com)  
(Emailed files must not exceed 10mb)

**Tel:** 01424 852405