

Big Carp Magazine! *a history of excellence*

THE ORIGINAL
AND NEVER BETTERED



**The UK's
Only PROPER
Carp Mag**

**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 2012-2013**

Still The Only One Worth Reading!

Why should you advertise in Big Carp Magazine?

Big Carp is the 'original' specialist carp magazine, with twenty years' experience in providing the best reading available to the carp fisher. Distributed through W. H. Smiths for the past eighteen 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 1 way back in 1991, where better to place your advertising than in the carp angler's favourite magazine, Big Carp, a history of excellence.

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 2011 on the following pages along with simple, easy-to-use booking forms. All you need to do is photocopy 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

For convenience you can also book online at:
www.bigcarpmagazine.co.uk

Advertising Deadlines 2012

Month	Issue Number	Magazine Out	Artwork Design in by	Final Artwork in by
Jan 2012	185	Monday 5th Dec	24th Nov 2011	25th Nov 2011
Feb 2012	186	Thursday 22nd Dec	13th Dec 2011	14th Dec 2011
Mar 2012	187	Monday 30th Jan	17th Jan 2012	18th Jan 2012
Apr 2012	188	Monday 5th Mar	21st Feb 2012	22nd Feb 2012
May 2012	189	Monday 2nd Apr	20th Mar 2012	21st Mar 2012
Jun 2012	190	Monday 30th Apr	17th Apr 2012	18th Apr 2012
July 2012	191	Monday 4th Jun	22nd May 2012	23rd May 2012
Aug 2012	192	Monday 2nd Jul	19th Jun 2012	20th Jun 2012
Sep 2012	193	Monday 30th Jul	19th Jul 2012	20th Jul 2012
Oct 2012	194	Monday 3rd Sep	21st Aug 2012	22nd Aug 2012
Nov 2012	195	Monday 1st Oct	18th Sep 2012	19th Sep 2012
Dec 2012	196	Monday 5th Nov	23rd Oct 2012	24th Oct 2012
Jan 2013	197	Monday 3rd Dec	20th Nov 2012	21st Nov 2012
Feb 2013	198	Monday 31st Dec	11th Dec 2012	12th Dec 2012

Booking Form 2012

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.

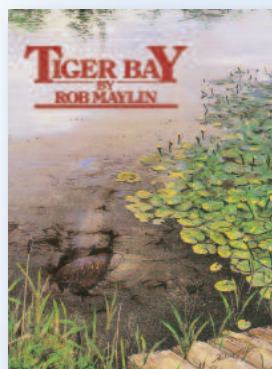
Where to send ads:

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

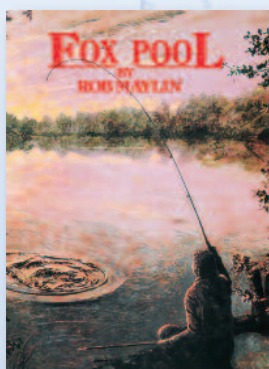
Email: colin.spray@btinternet.com
(Emailed files must not exceed 10mb)

Tel: 01424 852405

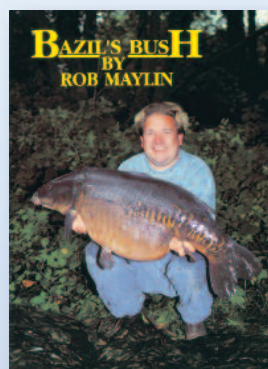
Bountyhunter – publishers of the world's finest carp angling books and magazines (all books VAT exempt)



Trade Price £16.00
Retail Price £22.95



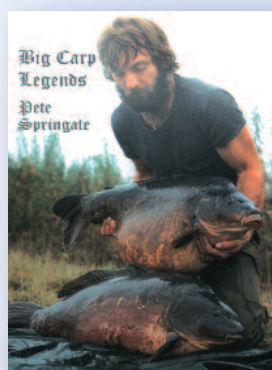
Trade Price £16.00
Retail Price £22.95



Trade Price £16.00
Retail Price £22.95



Trade Price £21.00
Retail Price £29.95



Trade Price £18.00
Retail Price £24.95



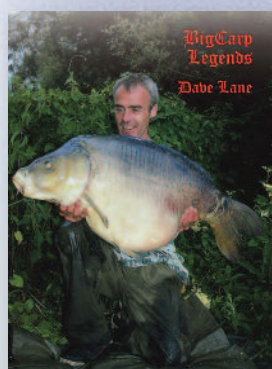
Trade Price £18.00
Retail Price £24.95



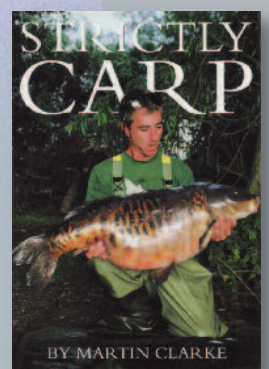
Trade Price £18.00
Retail Price £24.95



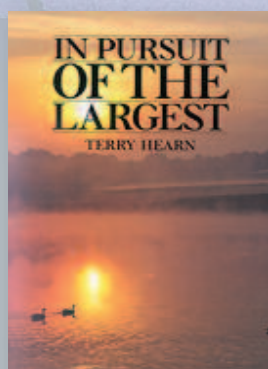
Trade Price £18.00
Retail Price £24.95



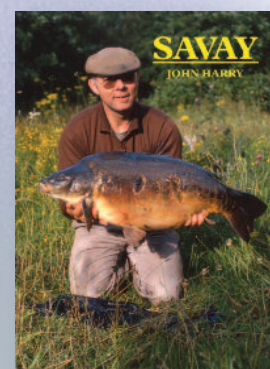
Trade Price £18.00
Retail Price £24.95



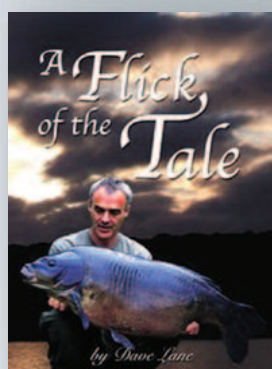
Trade Price £18.00
Retail Price £24.95



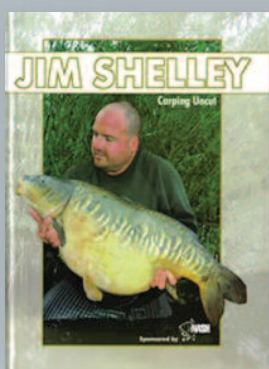
Trade Price £18.00
Retail Price £24.95



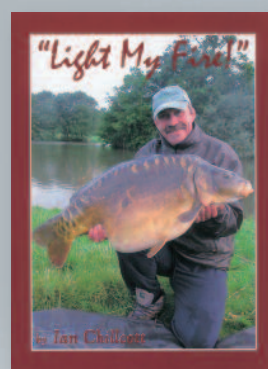
Trade Price £18.00
Retail Price £24.95



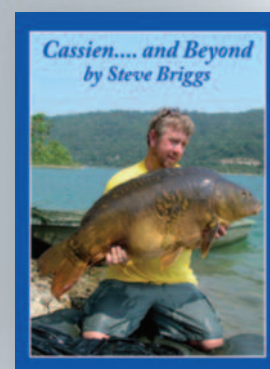
Trade Price £22.50
Retail Price £29.95



Trade Price £18.00
Retail Price £25.00



Trade Price £18.00
Retail Price £25.00



Trade Price £22.50
Retail Price £30.00