

Big Carp Magazine! *a history of excellence*

Happy
25th
Anniversary

BC

**Big Carp
Magazine
Celebrates
its 25th
Anniversary
1991-2016**



ADVERTISING

MEDIA PACK 2016-2017

GET YOUR ADVERT SEEN BY 200,000-PLUS ANGLERS EVERY MONTH

Still The Only One Worth Reading!

Happy 25th Anniversary!

We are very proud to be approaching our 25th anniversary and would be very pleased if you would join in with our celebrations. As we head towards this milestone we will be publishing some special editorials featuring you! Culminating in a special 25th Anniversary Issue. Big Carp is the original specialist carp read; many of you grew up and started your company reading it. We give unbiased reading to carp anglers in over 40 countries. Our edgy articles have launched the careers of most of today's big names, and we still give unknown anglers the chance to tell their stories. Bountyhunter is the world's leading publisher of carp books and magazines; we have published over 20 carp books in the last three years and have many more in the pipeline, so your company needs to be an integral part.

Please email me back and join our celebration by becoming part of carp angling history. Not only does your advert appear in the magazine and in the electronic App magazine, but it will be posted on our Facebook and Twitter pages, meaning that your company will be seen by well over 200,000 anglers in over 40 countries, every month... a huge exposure unequalled in any other medium available. Never in the history of carp fishing has there ever been an occasion where so many shops, tackle manufacturers, fishing clubs, syndicates, UK and French fisheries, carp bait manufacturers and top angling personalities have all got together to celebrate an occasion such as this, the 25th Anniversary of the UK's original carp magazine, Big Carp Magazine. Well over 200,000 carp anglers are watching daily to see who else forms part of the BIG CARP TOP 10 at <https://www.facebook.com/bigcarpmagazine>.

A massive thank-you goes to everyone taking part from all at Bountyhunter Publications and a huge congratulations to those voted in the TOP 10's... you earned your position. The lists will be published only when we reach 25 years old, until then it's for you to speculate on the order, in these categories:

CARP ANGLER; CARP; CARP SHOP; CARP BAIT; CARP FISHERY; CARP TACKLE (TERMINAL); CARP TACKLE (MAIN); FRENCH CARP FISHERY; ICONIC VENUE; NEW CARP PRODUCT

Companies already taking part include: MAINLINE BAIT, STICKY, KORDA, E.S.P, JAG, THINKING ANGLERS, TASKA, AQUA PRODUCTS, FOX, SHIMANO, DIAWA, LION CARP RODS, FREE SPIRIT, TRAKKER, HARRISON, CENTURY, WATER WOLF, LEDCO, GO PRO, BANK BUG, RK LEISURE, YATELEY WEST, FRIMLEY, RINGWOOD ANGLING, SANDHURST, BAYESWATER, SAVAY LAKE, REDMIRE POOL, HAREFIELD, FOUR SEASONS FISHERIES, CHERRY LAKE, FARLOWS LAKE, FARNHAM ANGLING SOCIETY, CATCH 22, BLAKEMERE, COTTINGTON, CHURCHWOOD, HORSESHOE LAKE, FRYERNING FISHERIES, FISHABIL, IKTUS, SUTTONS, LES GRAVELLES, CARP-FRANCE, CARPFISHINGFRANCE, ROSEAU, ABBEY LAKES, LAC CLEMENT, FOREST VIEW, CARP COMPANY, ECLIPSE BAIT, RETRO BAIT, SOLAR BAIT, EVOLUTION BAIT, SHOCK WAVE, MONSTER BAIT, DECEPTION ANGLING, EVOLUTION CARP TACKLE, SOLAR TACKLE, ANGLETEC, REUBEN HEATON SCALES, SONIK, KESWALLS, FIRST 4 FISHING, ANGLING DIRECT, THE TACKLE BOX, YATELEY ANGLING CENTRE, ERIC'S ANGLING CENTRE, POINGDESTRES, JOHNSON ROSS, TACKLE UP, ENGLAND ANGLING, TACKLE FANATICS, RIDGE MONKEY, DEEPER.

We have commissioned some very special articles from the top experts in these fields, which will run up to the 25th issue.

Keith Jenkins will write on the Iconic Venues.

Martin Gardner will write about the future of Yateley in his hands.

Clive Williams on the growth of French Carp Fishing Holidays.

Mike Wilson on the evolution of carp tackle.

Lee Jackson on 25 years behind the counter of a leading carp shop.

Steve Briggs on the evolution of carp baits.

The UK's most consistent carp angler Dave Lane tells his story on 25 years on the Big Carp trail.

Rob Maylin on the top carp angler list and most loved carp.

It's going to be EPIC! Email me now at bigcarpmagazine@hotmail.com and become part of this great event.



A new dimension to magazine advertising

Some people would argue that magazine advertising has had its day. What with iPads, laptops and Kindles, does anyone read paper anymore? Kids these days are growing up reading everything on a screen, so what place do magazines have in today's modern society? Well to some degree this is true, and these adverts need to be on the web and on the social networks too because this is where our youth (and a few oldies) do their reading.

That's why in 2011 we made an App of each issue of Big Carp; we were the first to do it! We chose Magazine Cloner/Pocket Mags as our distributor, and since 2011 you can read each issue on your iPad by purchasing from The Apple Store, iTunes or The Android marketplace. It's half the price of the paper version and read in over 40 countries... Here's a link – <https://itunes.apple.com/gb/app/big-carp-magazine/id459455839?mt=8>



In 2013 we took another 'giant step for advertisers' and we took Big Carp adverts to another dimension. In October 2013 we posted all the adverts in that issue on our Facebook and Twitter pages, and we were very pleased to see that those adverts were seen by 10,000 anglers and so were our advertisers! By Christmas the adverts posted on Facebook were being seen by 40,000 people (official Facebook figures), while we estimated that 10,000 were seeing the Twitter posts. We are staggered... no, proud... to tell you that by July 2014 the Facebook figures had grown to a massive 200,000, and it's still growing!!

What does that mean? Well, it means that at no extra charge 200,000 extra people are looking at your advert. It means that in one issue you have shown your advert to 200,000 different people. An advert placed in the best selling carp magazine may be seen by 20,000 in a month, but the following month the majority of people will be the same again. Presenting your advert to a magazine reading audience of 200,000 would take many, many issues to achieve.

BC is the only mag to put your adverts on the social networks (at the moment), and although we are well aware that most companies have Facebook pages our figures are well beyond the spread of these pages simply because we have a massive following and we are very active with interesting posts daily. Since April 2014 these advert posts have consistently gone VIRAL every month!

Finally I must answer the question I asked in the first paragraph: "Does anyone read paper?" Actually it's a fact that there have never been so many magazine titles, be it ladies, gents, TV, computer, sports, hobbies, health, hi-fi, crosswords – even the top shelf is bursting these days with brightly coloured covers in every newsagent... WHY? Because nothing beats a proper magazine when you're relaxing, fishing or even sitting on the loo!



Advertising with Big Carp – the facts!

Not interested? Are you sure?

Well here's the bottom line: Carp magazine advertising, the facts...

- When you place an advert in a carp magazine it will be seen by between 10,000-20,000 people – fact!
- When you place your advert in Big Carp it will be seen by 200,000-plus people – fact!
- Why? because we publish your advert on our social media pages.

Don't the other mags do that too?

No they don't. Big Carp is the only carp magazine to do this!

We started doing it a year ago, and the posts were being looked at by 10,000 every week... This figure has now grown to 200,000!

Forget sales figures, forget EPOS figures and market share, your advert will be seen by 200,000-plus... Equivalent to a whole year in another magazine.

"But I always advertise in Carp Fisher magazine; they do me a good deal."

But if it's not being seen then its time for a change! And we do good deals too.

Tell me more...

- A full page advert for £300.
- Up to two free advertorial pages free 'every' issue.
- Studio designed adverts free of charge.
- Complimentary issues.
- Sponsored angler articles published – guaranteed!
- Product reviews and field testing articles – guaranteed!
- Your advert will be published in the magazine, on the app read in 30 countries, on the web and on the social networks... No other carp mag covers all these outlets! Fact!
- Big Carp offers a new dimension to magazine advertising – your adverts have gone viral for the past five months, your advert will be seen by ten times the number of people than any other magazine – one-page ad plus two-page advertorial – that's three pages for £300!! Now that's a good deal!!

Interested?

Message me and I will personally get straight back to you.

Best fishes, Rob Maylin – *Editor of BC for 25 years and author of ten carp fishing bestsellers.*



Advertising specification and prices

Full Page (210mm x 297mm) Full Page with Bleed (216mm x 303mm)	1 Issue £400	6 Issues £350	12 Issues £300
Half Page Horizontal (180mm x 130mm) Half Page Vertical (86mm x 260mm)	1 Issue £300	6 Issues £250	12 Issues £200
Quarter Page (86mm x 130mm)	1 Issue £200	6 Issues £150	12 Issues £100
Outside Back Cover	1 Issue £600	6 Issues £550	12 Issues £500
Inside Back Cover	1 Issue £500	6 Issues £450	12 Issues £400
Inside Front Cover	1 Issue £500	6 Issues £450	12 Issues £400



Placing your advert:

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 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 2015 on the following page. So give me a call to discuss prices and bookings on **01252 373658** or go to the website www.bigcarpmagazine.co.uk where this media pack can be downloaded.

New advert set-up:

If you don't already have an advert then don't worry, we can design one for you free of charge. 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 below.

We can accept adverts in the following formats:

- Press Quality PDF (Preferable) *Please ensure that you have included all bleeds and trim marks.*
- Quark Xpress, Adobe Indesign, Adobe Illustrator (*including ALL fonts, logos and images*)
- Photoshop PSD, JPG, EPS or TIF (*CMYK & High Resolution*)

Where to send files or for further technical information:

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

Email: bigcarpstudio@hotmail.co.uk (*Emailed files must not exceed 25mb*)



Advertising deadlines 2016

Month	Issue No	Magazine Out	Artwork Design in by	Final Artwork in by
January 2016	233	Monday 23rd November 2015	Tuesday 10th Nov 2015	Thursday 12th Nov 2015
February 2016	234	Monday 21st December 2015	Tuesday 8th Dec 2015	Thursday 10th Dec 2015
March 2016	235	Monday 25th January 2016	Tuesday 12th Jan 2016	Thursday 14th Jan 2016
April 2016	236	Monday 22nd February 2016	Tuesday 9th Feb 2016	Thursday 11th Feb 2016
May 2016	237	Monday 21st March 2016	Tuesday 8th Mar 2016	Thursday 10th Mar 2016
June 2016	238	Monday 25th April 2016	Tuesday 12th April 2016	Thursday 14th April 2016
July 2016	239	Monday 23rd May 2016	Tuesday 10th May 2016	Thursday 12th May 2016
August 2016	240	Monday 20th June 2016	Tuesday 7th June 2016	Thursday 9th June 2016
September 2016	241	Monday 25th July 2016	Tuesday 12th July 2016	Thursday 14th July 2016
October 2016	242	Monday 22nd August 2016	Tuesday 9th Aug 2016	Thursday 11th Aug 2016
November 2016	243	Monday 26th September 2016	Tuesday 13th Sept 2016	Thursday 15th Sept 2016
December 2016	244	Monday 24th October 2016	Tuesday 11th Oct 2016	Thursday 13th Oct 2016
January 2017	245	Monday 21st November 2016	Tuesday 8th Nov 2016	Thursday 10th Nov 2016
February 2017	246	Monday 19th December 2016	Tuesday 6th Dec 2016	Thursday 8th Dec 2016

Come and say hi at the shows...



NOVEMBER 2015 - The Carp Society Winter Show

The Carp Society Winter Show will be taking place on Sat 28th and Sun 29th November 2015 in Sandown Park, Esher, Surrey. Big Carp will have their usual stand, and Rob Maylin will be accompanied by a host of carp fishing stars including Sir Pete Springate, Derek Ritchie, John Harry, Mike Wilson, Terry Dempsey, Steve Briggs and Dave Lane. Rob will be presenting the 'Best Looking Carp of 2015' award to this year's winner, and a superb painting of his winning catch plus £3000 worth of carp books and subscriptions go to the winner and runners-up. Rob will have three brand new books on sale that day: Canal Carping and River's End, both by Rob Maylin and friends, plus a new technical book Warm Weather Tactics and Techniques. He will also have all the latest news on his next three publications, Derek Ritchie's book, Savay II by John Harry and Big Carp Hunter by Marc Twaite. There will be a choice of six subscription offers available on the day and over 50 carp titles including new books from Ali Hamidi and Pete Springate, and of course Sub Surface.

JANUARY 2016 - The Norfolk Carp Show

We are really looking forward to the fifth year of the show, which has now been confirmed on 16th and 17th of January 2016 at the Royal Norfolk Showground, Norwich. This is the first show of 2016, a very special year for Big Carp, our 25th Anniversary, so as you can imagine we have loads of exiting stuff going on including eight new carp fishing titles, several of which will be available at the show. Rob will be accompanied by a few surprise guests over the weekend and will also be doing a slide show and talk on both days.

FEBRUARY 2016 - The Brentwood Carp Show

Redwood Events' highly successful and well attended carp show in Brentwood, Essex will be our next show on 6th and 7th of February, the southern launch of our 25th birthday celebrations. This will be a very special show for us, as it coincides with the publication of Big Carp's Commemorative 25th Anniversary Issue, and what an incredible magazine we will have on sale that weekend. The BIG CARP TOP 10 LISTS will be revealed, and these include TOP CARP ANGLER, CARP, CARP SHOP, CARP BAIT, CARP FISHERY, CARP TACKLE (TERMINAL), CARP TACKLE (MAIN), FRENCH CARP FISHERY, ICONIC VENUE and NEW CARP PRODUCT. We have commissioned some very special articles from the top experts in these fields which will run up to the 25th issue:

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The UK's most consistent carp angler Dave Lane tells his story on 25 years on the Big Carp trail.

Rob Maylin on the top carp angler list and most loved carp.

We will also have several brand new carp books available this weekend. Titles include THE CARP ANGLER'S HIGH, SUB SURFACE 3, CANAL CARPING, RIVER'S END, WARM WEATHER TACTICS AND TECHNIQUES, BIG CARP ROTARY LETTER 3 and MOON RIVER. So as you can see, you cannot afford to miss this show. We will be in our usual place so see you there.



FEBRUARY 2016 - Northern Carp Show

An early appearance for the very popular and well attended Northern Carp Show on the 20th and 21st of February, the northern launch of our 25th birthday celebrations. This will be a very special show for us, as it coincides with the publication of Big Carp's Commemorative 25th Anniversary Issue, and what an incredible magazine we will have on sale that weekend. The BIG CARP TOP 10 LISTS will be revealed, and these include TOP CARP ANGLER, CARP, CARP SHOP, CARP BAIT, CARP FISHERY, CARP TACKLE (TERMINAL), CARP TACKLE (MAIN), FRENCH CARP FISHERY, ICONIC VENUE and NEW CARP PRODUCT. We have commissioned some very special articles from the top experts in these fields which will run up to the 25th issue:

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MARCH 2016 - Carpin' On - 5 Lakes, Essex

Carpin' On will be our next show once again in Essex. The dates for 2016 are Saturday 12th and Sunday 13th March. This very popular show coincides with the publication of two new books in the BIG CARP HUNTERS series, and both authors (under wraps at the moment) will be available to sign copies on the day. We will also be joined by a whole host of megastars who will all be pleased to sign their books, which we will be selling over the weekend. The list includes Terry Hearn, Dave Lane, Terry Dempsey, Steve Briggs and Sir Pete Springate.

MARCH 2016 - The Big One – Farnborough, Hampshire

In our home town of Farnborough, Vince Davies and Colin Rumney's EPIC show THE BIG ONE on the 19th and 20th March gets its name for only one reason: attendances close to 20,000 will make this, the final show, the biggest by far in the UK. Everybody who is anybody in the carp fishing game (and also many other sorts of fishing) will be there. All the leading manufacturers and big names will be there. We have a massive stand for this show as usual, and you can expect lots of angling celebrities to be on the stand over the weekend including our fishery review team, the Chronicle lads. I will have at least four NEW books for sale. Titles include: THE CARP ANGLER'S HIGH, SUB SURFACE 3, CANAL CARPING, RIVER'S END, WARM WEATHER TACTICS AND TECHNIQUES, BIG CARP ROTARY LETTER 3 and MOON RIVER, so lots of 25th Anniversary stuff going on. Six subscription deals will be available on the day and loads of great deals. This is a show you cannot miss! I will see you there.