



BRITISH HOROLOGICAL INSTITUTE

Advertisers' Guide for *The Horological Journal*

The Horological Journal (HJ) is the official journal of the British Horological Institute Ltd (BHI). It is a prestigious monthly magazine that has appeared since 1858 without fail. The BHI is a membership organization of people who make, repair, restore, conserve, collect and sell clocks, watches and other timepieces. The BHI is the voice of British Horology, and it promotes the needs and interests of the industry.

The HJ has a monthly circulation of 2400 - BHI members receive their issue by post and have access to online back issues. In addition, the *HJ* is read by thousands of other professionals in the industry, students, academics, retailers and people interested in horology.

Advertising policy

The HJ accepts adverts related to horology or any of the allied trades, and advertises for products or services pertinent to members of the BHI. We reserve the right to refuse any advert without giving a reason.

Adverts can be positioned on the inside front and back cover, and on dedicated advertising pages. Run-of-paper is negotiable: adverts can be placed on other pages at the discretion of the Editor.

For recruitment advertising, see www.bhi.co.uk/jobs-in-the-industry.

Submission of advertising materials

- Text must be supplied as hard copy or in Word format.
- Non-text elements must be in digital format, .tif or .jpg, and have a resolution of at least 300 dpi at the size they will be printed.
- Complete and ready-to-use artwork may be sent as a printable .pdf file, but elements of adverts in .pdf format are unacceptable.

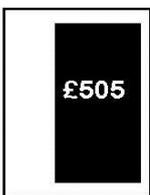
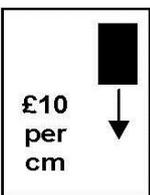
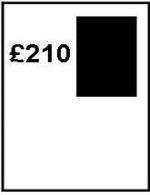
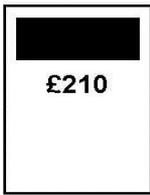
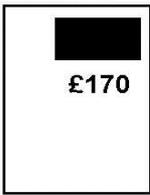
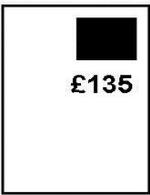
Copy date

- All materials have to be received by the Editor on the 1st working day of the month before the month of publication (for example, 1 October for the November issue).

More information and bookings

For more information and bookings, please contact the Editor, via +44 (0)1636 817602 or editor@bhi.co.uk.

Advert sizes and costs (excluding VAT)

Full bleed	Full width	2/3 width	1/2 width	1/3 width
216mm  303mm £735	183mm  262mm £700	120mm  262mm £505	88.5mm  262mm £405	57mm  £10 per cm
	183mm  128mm £405	120mm  128mm £305	88.5mm  128mm £210	
	183mm  62mm £210	120mm  62mm £170	88.5mm  62mm £135	

Inserts by arrangement: UK only from £135, UK and overseas from £180 (depending on weight, size and total number of inserts).

Discounts

1. Members of the BHI receive a 50% discount (for example, £350 on a full width 1/1 page).
2. Advertising and PR agencies who supply ready-to-use artwork (in printable .pdf format): 15% (for example, £105 on a full width 1/1 page). This discount cannot be combined with the members' discount.
3. Multiple bookings: 6 appearances per calendar year - 15%, 12 appearances per calendar year - 25%. This discount applies only to pre-paid adverts.

For example:

- Member and 6 bookings, 1/1 page full width, £700 at 50% = £350, £350 at 15% = £297.50 x 6 = £1785.
- Non- member and 12 bookings, 1/1 page full width, £700 at 25% = £525 x 12 = £6300.