



BRITISH
HOROLOGICAL
INSTITUTE

ADVERTISING IN THE HOROLOGICAL JOURNAL

Working with you for excellent results

WWW.BHI.CO.UK

Version 00651 ©BHI 2022



REACH 2,000+

MEMBERS IN
YOUR INDUSTRY
EVERY MONTH

Contact

HELEN MILBANK

production@bhi.co.uk



OUR MEMBERS NEED YOU

Nurturing an Audience Since 1858

The *Horological Journal* (HJ) is the official publication of the British Horological Institute. It is a prestigious monthly magazine that has appeared since 1858 without fail.

Target 2,000+ Members Worldwide

The BHI is a membership organisation 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.

Reach Your Industry Directly

The *HJ* has a monthly circulation of over 2,000 – BHI members receive their issues by post and have access to back copies online. In addition, the *HJ* is read by thousands of other professionals in the industry, students, academics, retailers and people interested in horology.

Excellent Returns

Feedback from our advertisers has shown that the adverts are integral to gaining clients, bringing in revenue and getting your brand out there.



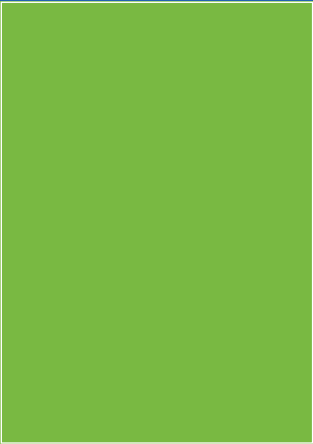
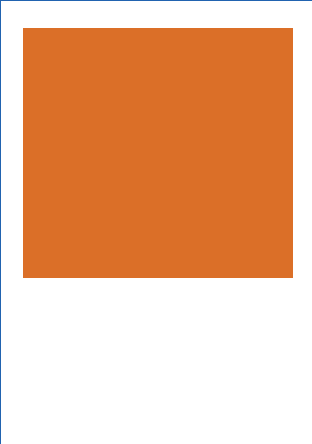
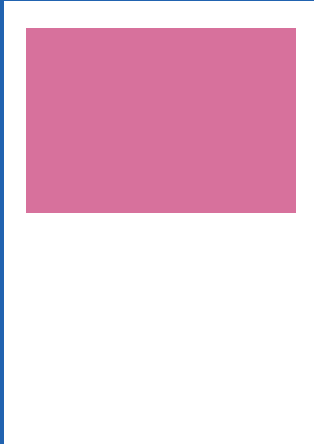
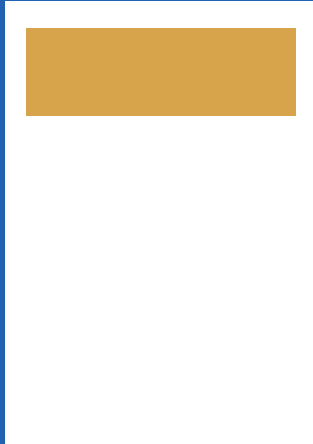


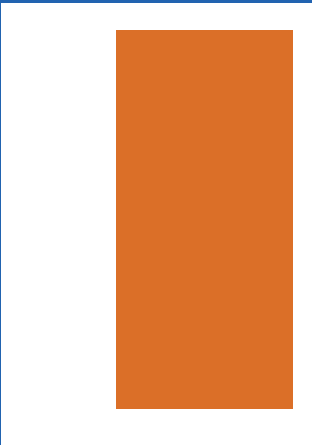
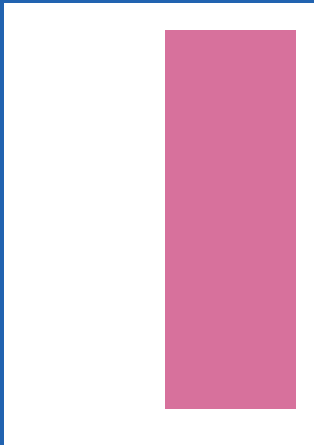
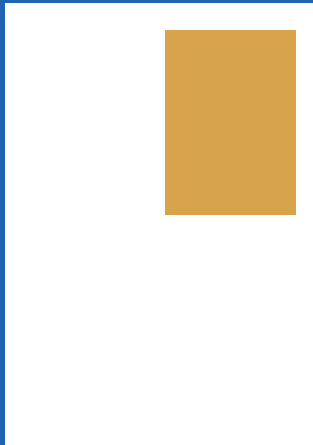
Print and Digital – Thousands of Hits a Month

With options for your advert to appear on the BHI website, you could get up to 10,000 hits every month.

Value for Money

We are happy to offer discounts for our members to help them reach their audience directly. For non-members, there are savings for multiple adverts.



Full Page	2/3 Ad	1/2 Ad	1/4 Ad	1/8 Ad	1/9 Ad
1 Issue £760 6 Issues (-15%): £3876 12 Issues (-25%): £6840	1 Issue £525 6 Issues (-15%): £2677 12 Issues (-25%): £4725	1 Issue £420 6 Issues (-15%): £2142 12 Issues (-25%): £3780	1 Issue £220 6 Issues (-15%): £1122 12 Issues (-25%): £1980	1 Issue £140 6 Issues (-15%): £714 12 Issues (-25%): £1260	1 Issue £105 6 Issues (-15%): £535 12 Issues (-25%): £945
					
210mm x 297mm	181mm x 168mm	181mm x 124mm	181mm x 59mm	88mm x 59mm	57mm x 81mm
					
	119mm x 254mm	88mm x 254mm	88mm x 124mm		
Prices exclude VAT.				ADVERTISING SIZES & RATES	

RECRUITMENT ADS

Reach Thousands Worldwide

In addition to your vacancy being advertised online, it will be placed automatically in our prestigious printed publication, *The Horological Journal*.

Industry leaders who have recruited via *The Horological Journal* Leading companies place their adverts here. They include industry-leaders such as Gucci, Rolex and Patek Philippe as well as the independent British watchmakers such as Roger W. Smith and institutions like the British School of Watchmaking.

The vacancies are viewed by thousands of jobseekers. For example, in 30 days, a job advert posted by Roger W. Smith had 1213 viewers.

A Human Resources Manager of a top watchmaker gave our *Jobs in the Industry* page a ringing endorsement:

'I just wanted to drop you a line to say that we have received 12 direct applicants via the BHI website in response to our advertisement for watchmakers. We are pleased with the quality of candidates and would definitely use this method of advertising again in the future.'

1 month, with logo and images: £300

1 month, text only: £250

Please note that our discounts do not apply for recruitment advertising.

DISCOUNTS

To give you the best value for money, we offer discounts on our advertising deals.

BHI Members

50% discount on all adverts. This can be combined with the discount for multiple bookings (see below).

Agencies

15% discount for any agency that provides ready-to-use artwork. Please note that this cannot be combined with the members' discount.

Multiple Bookings

15% discount for six pre-booked, pre-paid adverts and 25% discount for 12 pre-booked, pre-paid adverts.

INSERTS

You can create your own insert to include in *The Horological Journal*, with a choice of UK-only or overseas-included circulation. Please speak to us about your requirements to get a tailored quote.



ADVERTISING POLICY

The *HJ* accepts adverts related to horology or any of the allied trades, and adverts 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 placed almost anywhere within the Horological Journal, including the inside front and back covers and on dedicated advertising pages. If you have a preferred space, please speak to the Editor.

For recruitment advertising, see *Jobs in the industry* on the BHI website: www.bhi.co.uk

TECHNICAL GUIDANCE

Advertising Materials

- Text must be supplied as hard copy or in Word format.
- Non-text elements must be in digital format, TIFF or JPEG, 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 print-ready PDF file.
- All prices in this guide exclude VAT.

Copy Date

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



BRITISH
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INSTITUTE

British Horological Institute
Upton Hall, Upton, Newark
Nottinghamshire
NG23 5TE.

Phone: +44 (0)1636 813795
(Mon-Fri 09:00-17:00)
Email: info@bhi.co.uk

WWW.BHI.CO.UK

CONTACT DETAILS

**Advertising Enquiries/
HJ Production Editor**

Helen Milbank

Email: production@bhi.co.uk

Graphic Design

Sam Law-Bartle

Email: sam@bhi.co.uk

Accounts

Isabel Derrick

Phone: 01636 817610
Email: isabel@bhi.co.uk