



**Big Carp Magazine**  
Advertising media pack

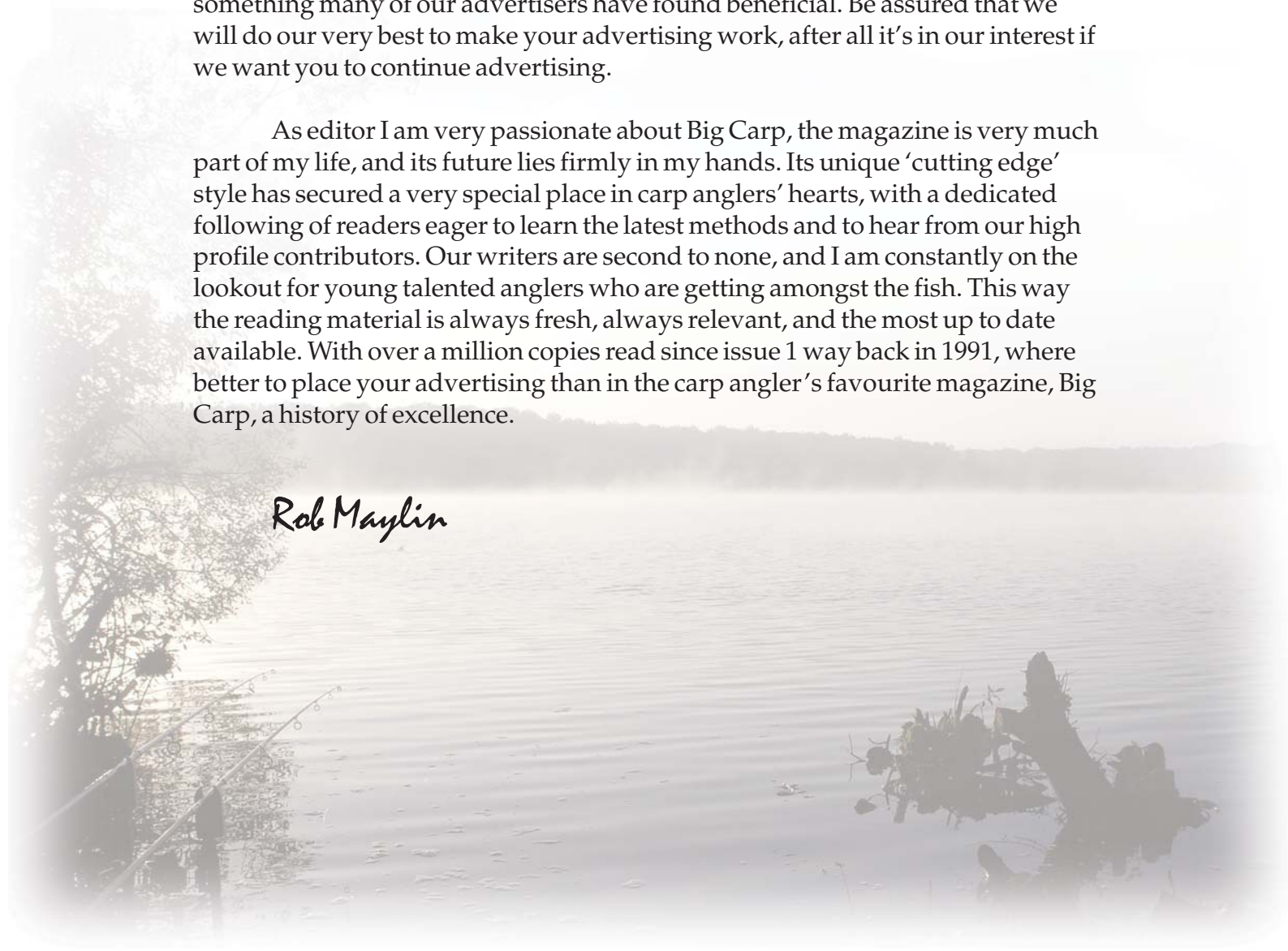


# Why should you advertise in Big Carp Magazine?

Big Carp is the 'original' specialist carp magazine, with over fifteen years' experience in providing the best reading available to the carp fisher. Distributed through W. H. Smiths for the past twelve 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 2006, 2007 & 2008 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 / 01234 743245

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:** [ab@creativeroots.co.uk](mailto:ab@creativeroots.co.uk)

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

# Advertising Deadlines 2006

Month	Issue Number	Magazine Out	Artwork Design in by	Final Artwork in by
Feb 06	114	Monday 2nd Jan	5th Dec 05	9th Dec 05
Mar 06	115	Monday 6th Feb	23rd Jan 06	26th Jan 06
Apr 06	116	Monday 6th Mar	20th Feb 06	23rd Feb 06
May 06	117	Monday 3rd Apr	20th Mar 06	23rd Mar 06
Jun 06	118	Monday 1st May	17th Apr 06	20th Apr 06
Jul 06	119	Monday 5th Jun	22nd May 06	25th May 06
Aug 06	120	Monday 3rd Jul	19th Jun 06	22nd Jun 06
Sep 06	121	Monday 7th Aug	24th Jul 06	27th Jul 06
Oct 06	122	Monday 4th Sep	21st Aug 06	24th Aug 06
Nov 06	123	Monday 2nd Oct	18th Sep 06	21st Sep 06
Dec 06	124	Monday 6th Nov	23rd Oct 06	26th Oct 06
Jan 07	125	Monday 4th Dec	20th Nov 06	23rd Nov 06
Feb 07	126	Monday 1st Jan	11th Dec 06	14th Dec 06

## Booking Form 2006

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 Deadlines 2007

Month	Issue Number	Magazine Out	Artwork Design in by	Final Artwork in by
Feb 07	126	Monday 1st Jan	11th Dec 06	14th Dec 06
Mar 07	127	Monday 5th Feb	22nd Jan 07	25th Jan 07
Apr 07	128	Monday 5th Mar	19th Feb 07	22nd Feb 07
May 07	129	Monday 2nd Apr	19th Mar 07	22nd Mar 07
Jun 07	130	Monday 7th May	23rd Apr 07	26th Apr 07
Jul 07	131	Monday 4th Jun	21st May 07	25th May 07
Aug 07	132	Monday 2nd Jul	18th Jun 07	21st Jun 07
Sep 07	133	Monday 6th Aug	23rd Jul 07	26th Jul 07
Oct 07	134	Monday 3rd Sep	20th Aug 07	23rd Aug 07
Nov 07	135	Monday 1st Oct	17th Sep 07	20th Sep 07
Dec 07	136	Monday 5th Nov	22nd Oct 07	25th Oct 07
Jan 08	137	Monday 3rd Dec	19th Nov 07	22nd Nov 07
Feb 08	138	Monday 7th Jan	10th Dec 07	13th Dec 07

## Booking Form 2007

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 Deadlines 2008

Month	Issue Number	Magazine Out	Artwork Design in by	Final Artwork in by
Feb 08	139	Monday 7th Jan	10th Dec 07	13th Dec 07
Mar 08	140	Monday 4th Feb	21st Jan 08	24th Jan 08
Apr 08	141	Monday 3rd Mar	18th Feb 08	21st Feb 08
May 08	142	Monday 7th Apr	24th Mar 08	27th Mar 08
Jun 08	143	Monday 5th May	21st Apr 08	24th Apr 08
Jul 08	144	Monday 2nd Jun	19th May 08	22nd May 08
Aug 08	145	Monday 7th Jul	23rd Jun 08	26th Jun 08
Sep 08	146	Monday 4th Aug	21st Jul 08	24th Jul 08
Oct 08	147	Monday 1st Sep	18th Aug 08	21st Aug 08
Nov 08	148	Monday 6th Oct	22nd Sep 08	25th Sep 08
Dec 08	149	Monday 3rd Nov	20th Oct 08	23rd Oct 08
Jan 09	150	Monday 1st Dec	17th Nov 08	20th Nov 08
Feb 09	151	Monday 5th Jan	8th Dec 08	11th Dec 08

## Booking Form 2008

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 at a charge of £25 per hour. 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 cd or emailed to the address above.

We can accept ads in the following formats:

- Quark Xpress  
(including ALL fonts, logos and images)
- Photoshop PSD, JPG 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: Alex Brooks  
Oak Creative Partners  
West Park Studios  
Haynes West End  
Bedford  
MK45 3RD

**Email:** [ab@creativeroots.co.uk](mailto:ab@creativeroots.co.uk)  
(Emailed files must not exceed 5mb)

**Tel:** 01234 743245





For all advertising enquiries Tel: 01252 373658