

THE MEMBERSHIP MAGAZINE OF THE BRITISH MOUNTAINEERING COUNCIL

summit



The BMC...working for climbers, hill walkers and mountaineers in England and Wales.



Media Information

summit is the most widely read outdoors magazine in the UK providing you with a direct route to a constantly growing list of enthusiastic and dedicated participants in the outdoor market



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THE BMC AND SUMMIT MAGAZINE

Established in 1944, the **BMC** is the national representative body that exists to protect the freedoms and promote the interests of climbers, hillwalking, and mountaineers. With over 81,000 members, 45,000 of which are individual or family members (and increasing) the **BMC** is going from strength to strength.

The primary work of the **BMC** and therefore much of the focus of its member magazine **summit** is to:

- Negotiate access improvements
- Promote cliff and mountain conservation
- Promote and advise on good practice, facilities, training and equipment
- Support events and specialist programmes including youth and excellence
- Provide services and information for members.

summit is the membership magazine of the **BMC** which is sent out quarterly to all individual members, (plus club members once a year), making it the most widely read outdoors magazine in the UK market, with the added bonus of being mailed direct to the doors of all true outdoor enthusiasts.

The **BMC** is constantly looking for new content and developing both the style and feel of the magazine to keep it fresh and innovative. Each issue is packed with exciting seasonal features, news, equipment reviews, product testing, travel information, interviews, good practice, safety, access news, BMC training and courses, and much, much more. Furthermore, our contributors are some of the most respected personalities from the world of climbing, hill walking, and mountaineering.

All of which ensures that summit magazine is a highly valued, trusted and respected publication for all members of the BMC.

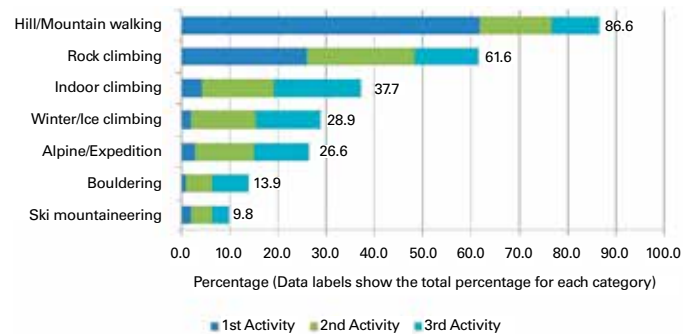
No matter what your business – big or small – **summit** is by far the most effective way to grab the attention of dedicated outdoor enthusiasts.

summit magazine has a proven influence on the purchasing power of its readers as shown in a recent in-depth survey conducted by the **BMC**. The benefits to your company or brand are clear to see...

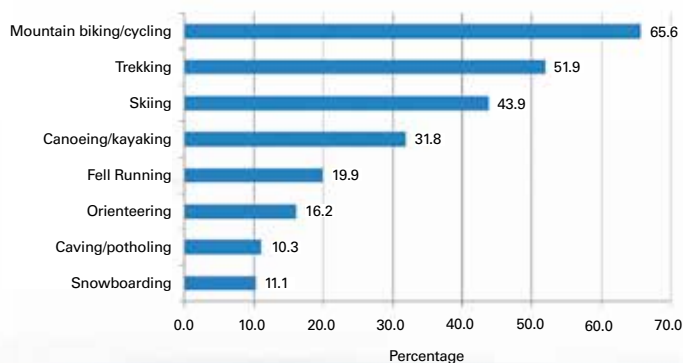
The perfect advertising vehicle

- **BMC** members spent in excess of £20million on outdoor clothing and equipment in the last 12 months – the majority purchased specifically from outdoor specialist retailers
- **summit** is mailed to the homes of 81,000 BMC members
- The three most popular disciplines of **BMC** members are hill/mountain walking, rock climbing and indoor climbing

PRIMARY MOUNTAIN-RELATED ACTIVITIES



OTHER ACTIVITIES THAT MEMBERS PARTICIPATE IN





- More than 80% of the **summit** readership regularly visit climbing walls
- Half of **summit** readers share their magazine with 2-3 other people, making this easily **THE MOST WIDELY READ** outdoors magazine in the UK market
- **summit** magazine is also uploaded to the BMC website, each issue, giving even more exposure to your company or brand
- **summit** is already supported by many of the UK's top brands.
By advertising in **summit** magazine you are not only supporting the **BMC's** valuable work on behalf of all climbers, hill walkers and mountaineers you are also aligning yourself with one of the best forms of communication and information networks within the outdoor market.



patagonia

to name but a few...



BMC



Advertising opportunities

Each issue of **summit** magazine gives you the opportunity to promote your products, services or events via positions within or close to relevant editorial, or within the extremely useful and comprehensive classified section. There is also the option for sponsorship of certain regulars/sections and the opportunity for inserts on either full or partial runs.

summit
magazine

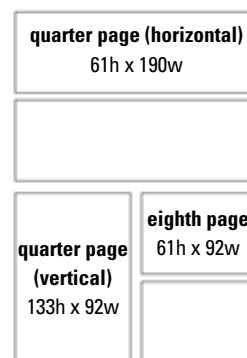
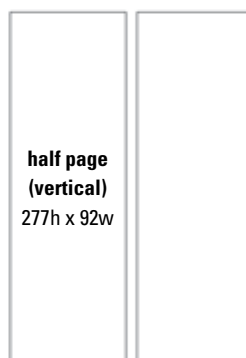
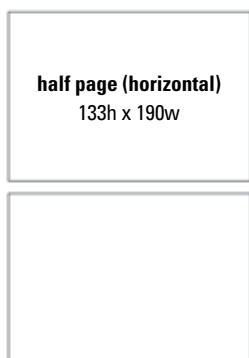
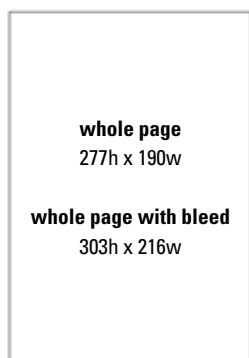
Advertising rates

Display Rates	
DPS	£2830
Full page	£1680
1/2 page	£1000
1/4 page	£550
1/4 page vertical	£575

Classified Rates	
Colour	£36 scc
Lineage (min 15 words)	£22 (£5 for each additional 5 words)
Inserts	
Up to 10 gms	£55 per 1000
Other inserts/catalogues	Price on request

All prices quoted are per insertion and subject to VAT. Discounts may apply for series bookings. Special positions by prior arrangement only. Agency commission 10%.

Mechanical details



Artwork acceptable **Adobe In-Design** or **PDF, EPS, TIFF, JPEG**. Hi-res only **300dpi**.

All colours used in the document should be split for **CMYK**. Fonts need to be included.

PDF Files (Portable Document Format) The correct set-up is critical. If the advert has bleed, please include on the PDF. If you require advice on how to set up a PDF file to the precise specifications for our RIPS and image-setters or have any other queries, please contact us.

All images must be **CMYK - 300dpi**.

All colours must be **CMYK**.

We cannot be held responsible for colour variations and picture quality, these are the responsibility of the sender.

A colour proof is required. Include all pictures/eps, logos, fonts etc.

Files accepted (in order of preference) via **CD or FTP** labelled '**Summit - co name**'



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