



Summit

WALLS | ROCK | HILLS | ICE | MOUNTAINS

Media Information



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 82,000 members, 45,000 of which are individual or family members 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.



Reach

82k

BMC
members

200k

Digital downloads
per issue

150k

Website visits per
month

57.5k

BMC YouTube
subscribers

87k

BMC newsletter

**People's
preferred socials
for info on Climbing,
Walking & Mountaineering**

40% Facebook

10% Instagram

40% Twitter

24% Tik Tok

62% You Tube



91k



48.2k



41.6k

summit

Participation

57%

Participate in mountaineering

16%

Alpine climbing

80%

BMC members regularly visit climbing walls

99%

Participate in Hill walking/hiking

77%

Participate in Rock climbing

71%

Participate in Indoor climbing

40%

Sport climbing

52%

Activities in the greater ranges

95%

Hill-walking/hiking

71%

Scrambling

44%

Trad climbing

£20m

Spent on outdoor clothing and equipment

30%

Outdoor bouldering

36%

Winter mountaineering

50%

Indoor bouldering

51%

Indoor roped climbing

summit

Interests

35%

Interested in
Trail running

55%

Interested in
Wilderness
backpacking

40%

Interested in
Canoeing/
kayaking

41%

Interested
in Skiing

29%

Interested in
Fell running

summit

Rates

Print display

DPS	£2,830
Full page	£1,680
Half page	£1,000
Quarter page	£550

Classified

£36 per single column centimetre

Inserts

Up to 10 grams £75 per 1,000
Others Price on request



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