



Advertising ratecard | The magazine of the British Parachute Association

About the BPA and skydiving

The British Parachute Association (BPA) was founded in 1961 to further parachuting as a sport within the UK. Today, the BPA aims to promote excellence and encourage participation within all levels of skydiving, from novice to world-class competitor.

Every UK drop zone is Affiliated to the BPA, and runs under its Operations Manual. All British skydivers must become BPA members in order to make a skydive. Hence, the British Parachute Association encompasses all British drop zones and virtually all UK skydivers. It has a close interaction with its membership, who rate 72% satisfaction with its services and over 90% happy with its magazine.

A quarter of a million skydives are made annually in the UK. Nearly 50,000 people made their first ever parachute jump in the UK in 2011. And, as society becomes more regulated, an increased level of interest in adrenalin activities means this figure is rising every year.

Readership

Skydive The Mag readers are:

- Professional, intelligent, well educated
- Individual, passionate about their sport
- 82% are male
- 25% have been in the sport for 1-2 years
- 39% have between 100 to 500 skydives
- 37% participate in competitions
- 84% skydive overseas as well as in the UK
- 72% employed, 18% self employed, 7% students
- 78% enjoy other action sports such as skiing, boarding, scuba-diving, climbing, and flying

Publication

Skydive – The Mag is the acknowledged worldwide market leader in skydiving publications. It is mailed bimonthly to all BPA members. *Skydive – The Mag* is respected as the most authoritative voice in the international parachuting world. Covering key sporting issues that affect skydivers, it delivers powerful, direct access to this incredible sport with a unique readership you cannot reach in any other way. The last three BPA Membership surveys spanning eight years showed over 90% satisfaction from its readers.

The editor, Liz Ashley, enjoys an excellent worldwide reputation for editorial quality and personal skydiving. She has also held instructor and rigger ratings for almost a decade.

Regular features include:

- Skydiving, event and BPA news
- Educational features from the world's best skydivers
- National and World Records
- Comprehensive international event calendar
- Specific Club Zone for club news and photos
- Progression Zone, Safety Zone, Puzzle

Sister publications

- Annual *Starter Mag*, given to every British first time jumper
- BPA Skydiving calendar, mailed with every December issue of *Skydive*

Key facts

- **6,500** print run per issue (6 times a year)
- Unique distribution to all 5,000 UK skydivers
- 800-1,000 copies mailed to overseas subscribers and opinion formers
- Official magazine of the British Parachute Association
- Bi-monthly invaluable resource for skydivers
- Much-used reference, directory and information source
- Read from cover to cover








Media information

Distribution

Published six times a year with a circulation of **6,500** printed copies per issue. Subscription magazine mailed directly to members' homes – reaching the most influential skydivers and enthusiasts in the world of parachuting.



Issue	Booking Date	Artwork Deadline	Publication Date
April 12	8 March	11 March	1 April
June 12	10 May	13 May	6 June
August 12	5 July	8 July	1 August
October 12	6 September	9 September	2 October
December 12	8 November	11 November	4 December

Rates	Size	(w) x (h)	1 Issue	3 Issues	6 Issues
	DPS – bleed	416 x 276mm			
	DPS – trim	406 x 266mm	£1,245	£1,210	£1,180
	Full Page				
	bleed	230 x 307mm			
	trim	210 x 297mm	£700	£650	£608
	Half page – (h)	190 x 136mm			
	Half page – (v)	92.5 x 277mm	£400	£368	£336
	Quarter page	92.5 x 136mm	£220	£210	£200
	Eighth page	92.5 x 65.5mm	£128	£118	£110
	Classifieds minimum lineage 35 words				£15
	(£10 extra for a four week website entry)				
	Thereafter per word				50p
	Per single column cm				£25

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Inside front cover	£910
Inside back cover	£840

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Insert rates and specifications available upon request.

Cancellations Sixty days prior to publication date.

Agency discount 10% off all prices plus VAT.

Rates shown are per issue, include colour, and are exclusive of VAT.

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