

Butterfly

MEDIA PACK 2015



BOOK YOUR ADVERTISING SPACE in the membership magazine of the Butterfly Conservation, the largest insect conservation organisation in Europe.

T: 01242 259249, **E:** sean.mckeon@fellowsmedia.com, **W:** store.fellowsmedia.com

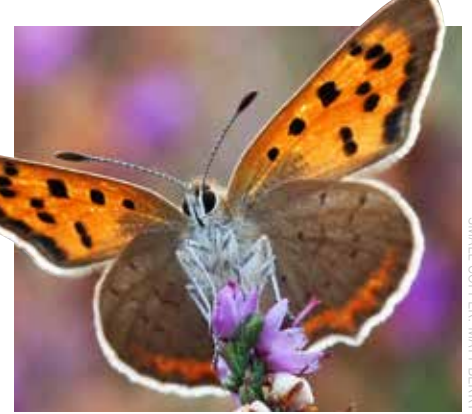


**Butterfly
Conservation**
Saving butterflies, moths and our environment





COMMON BLUE: TIM MELLING



SMALL COPPER: MATT BERRY

Butterfly Conservation and Butterfly

Butterfly is the official magazine of Butterfly Conservation, the largest insect conservation organisation in Europe. It is the most influential and authoritative magazine for those sharing a passion for both butterflies and moths. Every issue is mailed out to 22,000 members who are passionate supporters of the organisation's work. The magazine celebrates the intrinsic beauty and value of these beautiful creatures through in-depth and inspiring editorial and beautiful photography.

Butterfly Conservation was formed in 1968 (as the British Butterfly Conservation Society) by Sir Peter Scott, among others, to try to halt the decline of these lovely insects and at the same time help safeguard the environment itself. Specifically it aimed to conserve both butterflies and moths, as well as the habitats on which they depend.

Since that time Butterfly Conservation has grown steadily to become the largest insect conservation organisation in Europe and possibly even the world. It now has over 30 regional branches covering the whole of the UK which carry out the vital local conservation tasks. The branches are backed by a central organisation responsible for co-ordination, fund-raising, research and national policy matters. It has offices in England, Scotland and Wales from which staff operate to help stimulate and guide local and national action.

Butterfly Conservation's ultimate goal is to help restore a balanced countryside with butterflies and other wildlife restored to the profusion that they, and we, once enjoyed.

For advertising booking enquiries contact: Sean McKeon on 01242 259249 or email: sean.mckeon@fellowsmedia.com

NEW! Book online at store.fellowsmedia.com

For me, watching butterflies flit from plant to plant on a lazy, hazy summer's day is one of life's simplest but greatest pleasures. A world without butterflies would be a dull world indeed, and one of the best ways in which Butterfly Conservation spreads the word is through its marvellous magazine. I always look forward to getting *Butterfly* – and devouring the contents!

Alan Titchmarsh





Who reads Butterfly?

Butterfly serves readers who:

- Are passionate about the conservation of wildlife and countryside in the UK
- Understand that the conservation of butterflies and moths is an important aspect of much wider environmental issues
- Have a keen interest in the study of butterflies – Lepidopterists
- Naturalists with keen interests in botany

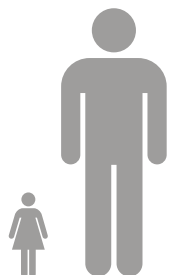
Editorial features include, news and events, identification guidelines, conservation news, gardening, interviews and reviews of butterfly and other nature books and equipment.

Target market

- ABC1 typically, male, 45+ living in households with a high disposable income
- Seasoned naturalists and casual garden butterfly watchers
- Individuals interested in general wildlife, conservation, history, archaeology and geology

Reader profile

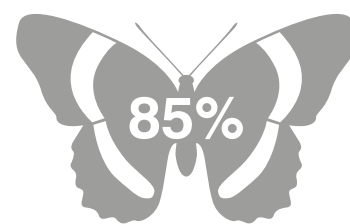
- 60% have an annual income over £20k per year
- 25% have an annual income over £40k per year
- 78% take one holiday per year
- 38% take two or more holidays per year
- 'Empty nesters' – 89.5% have no children living at home
- 10.5% have up to three children under 18 living at home
- The Daily Telegraph and The Times are the favoured newspapers



24% female and 76% male



48% of readers are retired



85% of readers are aged over 45

Why advertise?

- The largest publication in the UK to reach this unique audience exclusively interested in butterflies and moths
- It is a well respected magazine from a high profile organisation
- Passionate, affluent readership that spends regularly on photography/gardening
- 95% of members view the magazine as very important and 74% have advised that they would respond to adverts in Butterfly
- 85% regard photography as primary hobby
- 78% enjoy birdwatching
- 71% actively go hiking/rambling
- 69% have been members for over three years
- 60% refer back to past issues of the magazine





Mechanical data

	Type area	Trim size	Inc. 3mm bleed (on all 4 sides)
	(height by width)		
DPS	267mm x 391mm	297mm x 420mm	303mm x 426mm
Full Page	267mm x 185mm	297mm x 210mm	303mm x 216mm
Half Page (landscape)	131mm x 185mm	–	–
Half Page (portrait)	267mm x 90mm	–	–
Quarter Page	131mm x 90mm	–	–

CIRCULATION & DISTRIBUTION

Butterfly is distributed to all members of Butterfly Conservation in England, Scotland, Northern Ireland and Wales. The magazine is also circulated among the leading lepidopterists around the world, professionals in conservation, government bodies and academic libraries.

- 22,000 UK circulation
- Published three times a year, March, July and November
- Estimated readership figure of 50,000

RATES

Cover positions	£1,100
Full page r.o.p.	£875
Half page	£495
Quarter page	£275
Multiple insertion discounts	
Two insertions –	5%
Three insertions –	10%

Agency commission is 10%

BUTTERFLY SCHEDULE 2015

Issue	Ad booking deadline	Publication dates
Spring	27 Jan 15	4 Mar 15
Summer	21 May 15	1 July 15
Autumn	6 Sept 15	11 Nov 15

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**NEW! Book online at
store.fellowsmedia.com**



www.fellowsmedia.com

BUTTERFLY COPY REQUIREMENTS

Advertising artwork is managed by Fellows Media. Please send copy to:

Fellows Media Ltd, The Gallery, Manor Farm, Southam, Cheltenham GL52 3PB

Tel: 01242 259241

Email: production@fellowsmedia.com

Supply of artwork for your advertisement:

Butterfly is produced using a totally digital workflow – therefore all adverts must be supplied on disk or via email as print ready PDFs – see www.pass4press.com

We would prefer advertisement artwork to be supplied complete as high resolution PDF files (see specs below) but Fellows Media can design your advert if required but a charge may be incurred – please supply text, photo images and your logo (please ensure that all picture files are 300dpi and saved as TIFFs, EPSs or JPEGs. Text should be supplied as MS Word files. If you would like to use specific fonts, please supply them.) You will be contacted by our studio once your booking is made, when we can clarify artwork detail.

PDF: Adverts should be supplied as high-resolution PDF files. All components must be minimum 300dpi and CMYK. No RGB, LAB, spot will be accepted. All images and fonts must be embedded. Full page adverts must have 3mm bleed. All images must be 300dpi and not used greater than 100%. Transparency must be flattened to pass4press specifications (see www.pass4press.com)

Jpeg/Tif files: If the advert is supplied as a flat image file the resolution must be a minimum of 300dpi and supplied as CMYK. Files must not contain layers. Full page adverts must have 3mm bleed.

We cannot accept Microsoft Word, Powerpoint or Publisher documents.