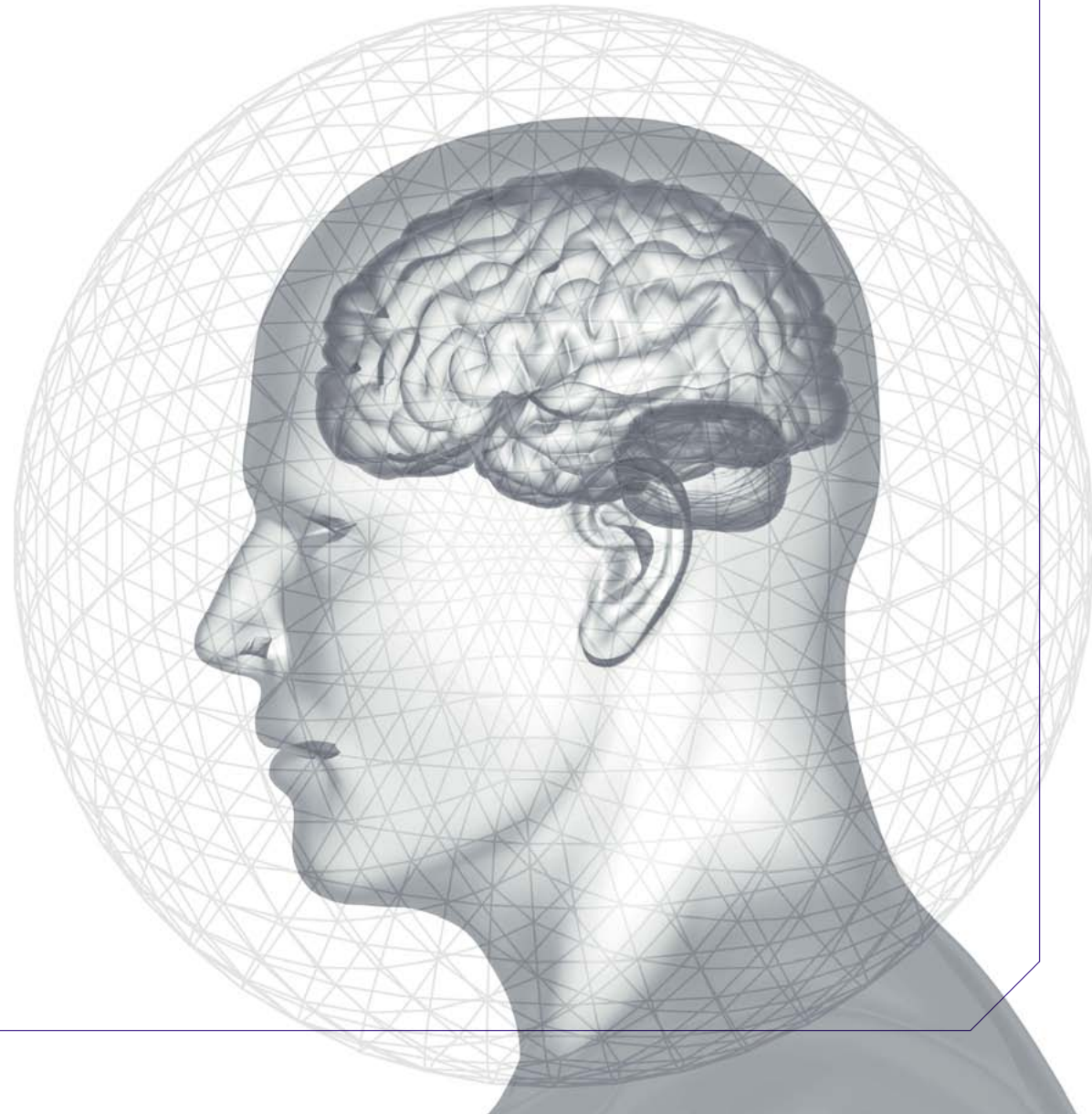




The British
Psychological Society
Promoting excellence in psychology

The British Psychological Society

Media Pack 2017



The British Psychological Society (BPS) is a representative body for psychologists and psychology in the United Kingdom. The Society and its members develop, promote and apply psychology for the public good. They enhance the efficiency and usefulness of psychologists by setting high standards of professional education and knowledge. They cover all areas of psychological research and practice.

The British Psychological Society publications, websites and other services are your best opportunity to reach the 50,000+ psychologists who are members of the BPS, below are the best ways to reach this best audience –

- [The Psychologist](#) – This is the society's monthly publication that is distributed to all members of the society and is the largest Psychologist publication in the UK.
- [Research Digest](#) – This is the British Psychological Society's award-winning blog provides original, authoritative reports on the latest psychology research papers.
- [www.jobsinpsychology.co.uk](#) – This is the number one site for psychology jobs, opened to members and to qualified non-members it is the only place to place and look for psychology jobs.

For **recruitment** sales enquiries: Matt Styrka
01223 378 005
matt.styrka@cpl.co.uk

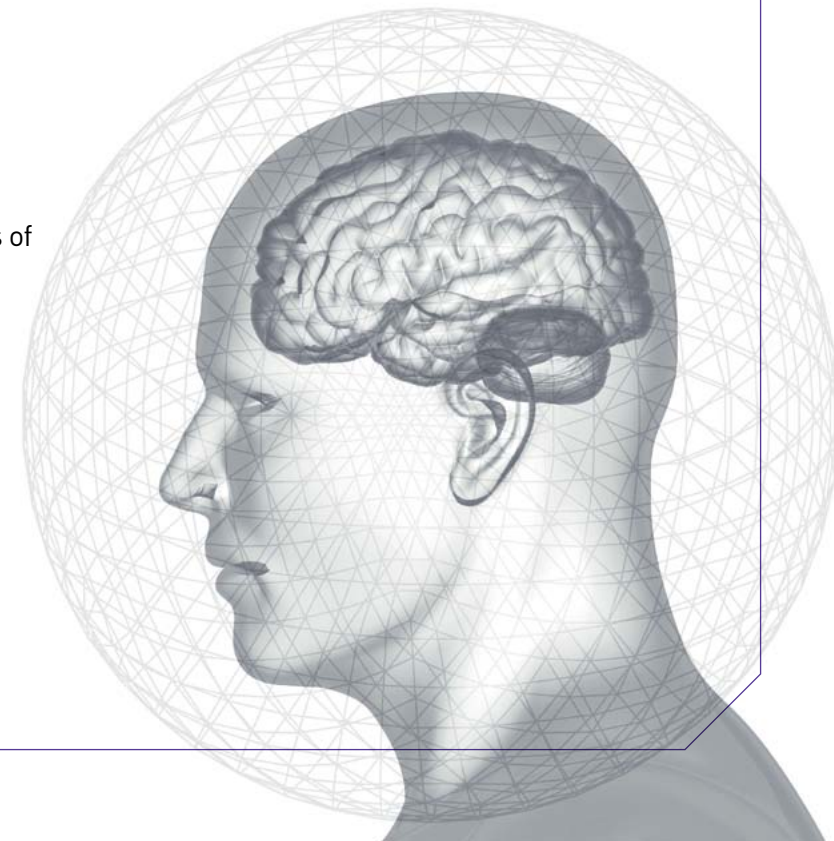
Who is a member of the British Psychological Society?

- Clinical psychologists, counseling psychologists, health psychologists and neuropsychologists working in healthcare and community settings, in research or private practice.
- Undergraduate (one of the largest and fastest growing subjects at university) and postgraduate students.
- Educational psychologists in LEAs, schools, special schools, colleges and clinics.
- Occupational psychologists in management, personnel, training, selection and careers advisory services.
- Forensic psychologists working in penal institutions and special hospitals.
- Sport and exercise psychologists working with teams and individuals.
- Research workers and lecturers in institutions of higher education

For **display** sales enquiries: Michael Niskin
01223 378 045
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The Psychologist



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The Psychologist is the Society's monthly publication and is read by more than 50,000 members of the British Psychological Society: all have or are working towards an accredited psychology degree.

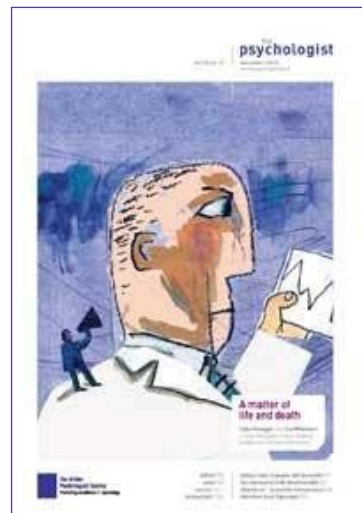
The magazine provides a forum for communication, discussion and controversy among all members of the Society. The Psychologist helps the Society 'promote the advancement and diffusion of a knowledge of psychology pure and applied', one of the key objectives of our Royal Charter. The magazine is also replicated [online](#).

It is uniquely placed to enable you to promote your course, event, training, product or service to psychologists and those entering psychology in the UK.

Key stats for the magazine:

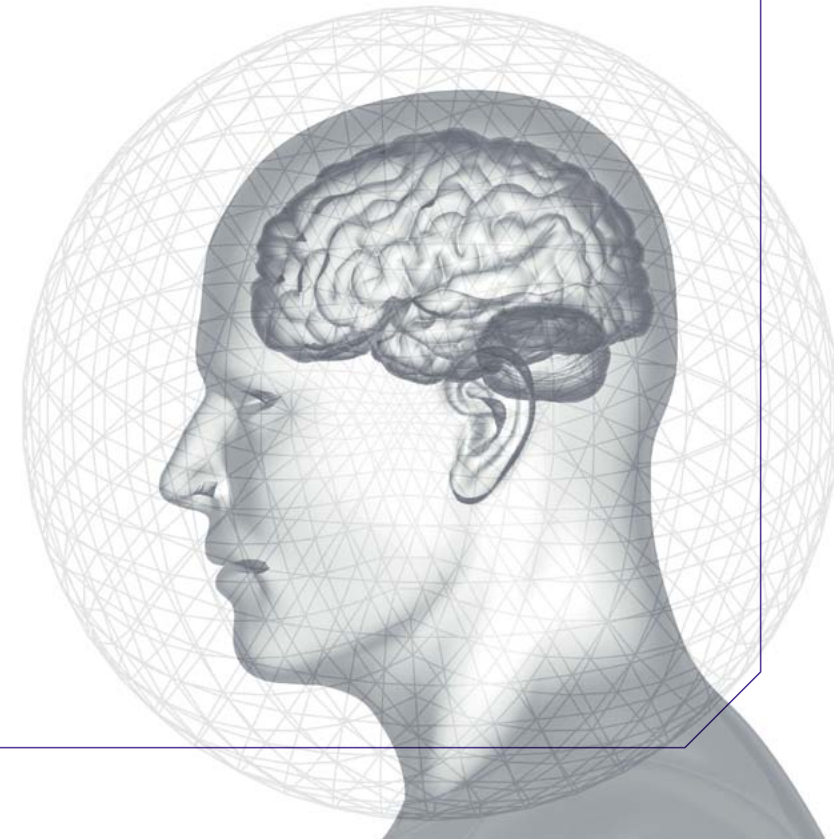
- Circulation of 55,000
- Readership of 74,000
- 68% keep the magazine indefinitely to refer back to
- 66% of readers regularly browse the jobs section
- 28% are actively seeking a new role

The Psychologist careers section is the place to showcase your vacancy in front of the largest pool of psychologists in the UK. It contains recruitment ads in all areas of psychology, and beyond to the many industries that recognise the transferable skills psychology graduates possess. Many companies use our careers section as they find the quality and quantity of responses are of a very high standard.



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Research Digest

digest.bps.org.uk



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The British Psychological Society's award-winning Research Digest blog provides original, authoritative reports on the latest psychology research papers.

The Research Digest aim is to be accessible; providing accurate reports on those studies that make an important contribution to psychology that are timely, novel, thought-provoking and relevant to real life. The Research Digest team strive to write in a style that educates, entertains and generates interest, but without resorting to hype.

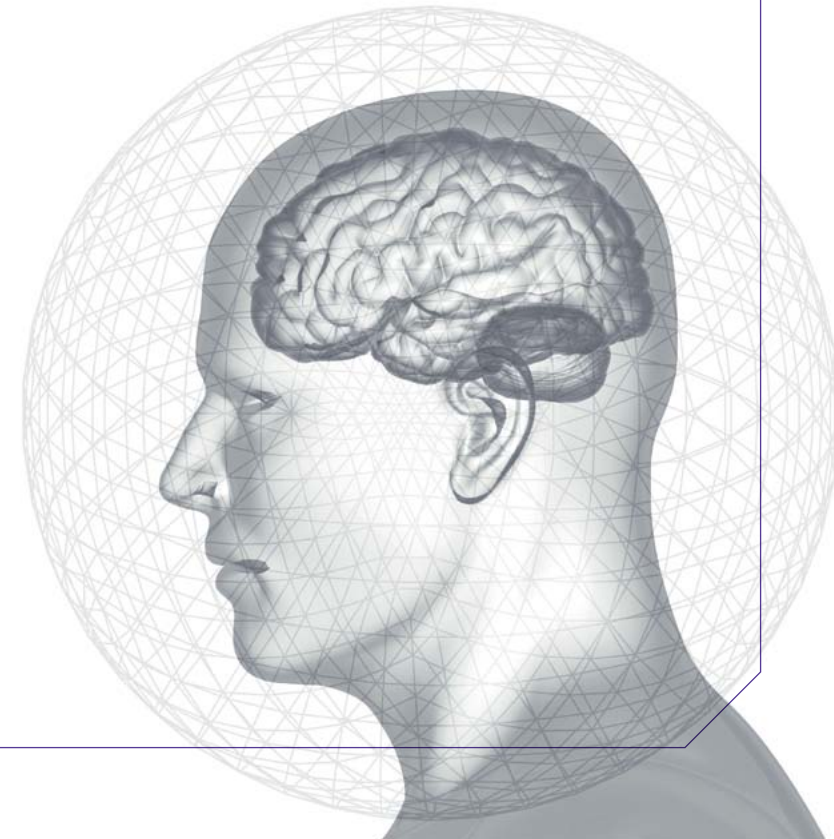
They want to demonstrate how interesting and useful psychological science can be, whilst also casting a critical eye over the methods used.

Key stats for the Research Digest:

- Over **500,000** monthly page views
- Over **320,000** monthly unique users
- Over **38,000** subscribers to the weekly Research Digest Email



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www.jobsinpsychology.co.uk



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This is the British Psychological Society's recruitment website and is the number one site for psychology jobs, it is accessible to members and qualified non-members alike.

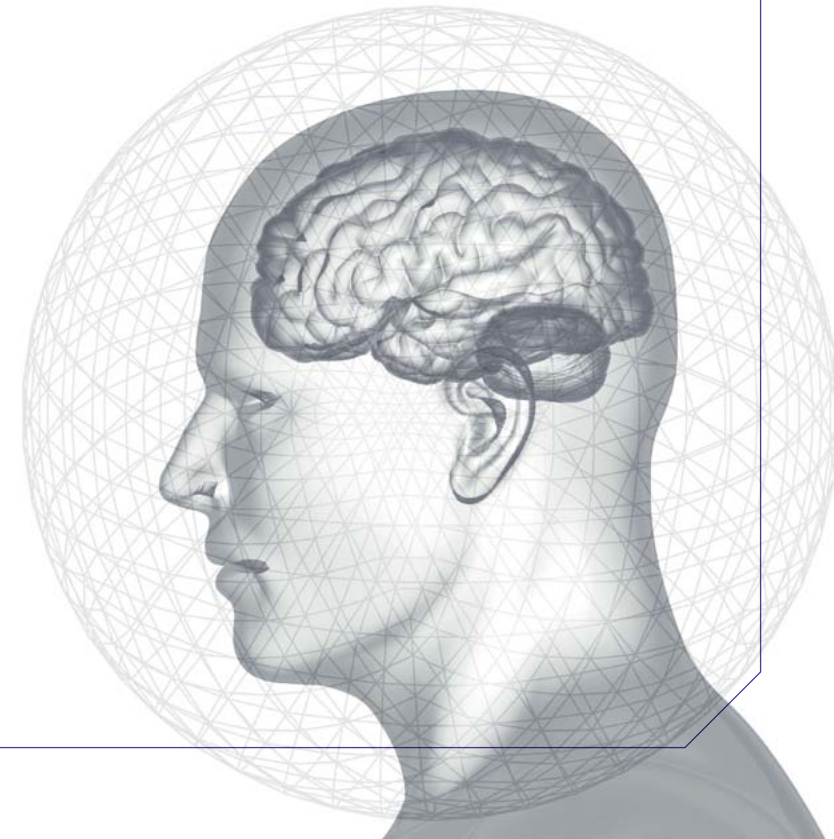
Newly launched in January 2016 the site is accessible on mobiles and desktops, with increased search functionality, greater ease of use and navigation and

will have many more exciting and targeted options for you to be able to promote your roles to members and visitors to www.jobsinpsychology.co.uk.

Visitors to the site can search by a number of different options such as area, salary, role etc. We will be able to give you detailed reporting of traffic and analytics of your job posting so you can tailor your role to get the very best response.



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Rates & specifications



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Display print costs

(width x height)

Double page spread:

{392mm w x 230.5mm h} £3,350+vat

Full page:

{181mm x 230.5mm} £1,975+vat

Half page Horizontal:

{181mm x 110mm} £1,050+vat

Half page Vertical:

{88mm x 230.5mm} £1,050+vat

Quarter page Vertical:

{88mm x 110mm} £645+vat

Eighth page Horizontal:

{88mm x 50mm} £395+vat

Outside back cover:

{181mm x 230.5mm + 3mm bleed all the way around} £2,600+vat

Advertorial:

{181mm x 230.5mm} £2,500+vat

Recruitment print costs

(width x height)

Full page:

{181mm x 230.5mm} £3,000

Half page:

{H - 181mm x 110mm; V - 88mm x 230.5mm} £1,800

Quarter page:

{88mm x 110mm} £1,200

Eighth page Horizontal:

{88mm x 50mm} £650

Psychologist Jobs costs

Bronze package - £750

Silver package - £875

Gold package - £950

Platinum package - £1,250

Top job - £350

Hot Button - £300

Research Digest costs

Online banner - £1000 (255 pix w x 190 pixels h)

Email sponsor - banner - £425 (148 pixel w x 195 pixel h); textbox - £500

Supplying artwork

Please supply pass4press PDF via email.

(All PDFs must be high resolution (300dpi), CMYK (we cannot be held responsible for colour content of any RGB files supplied) with fonts embedded.) Setting and copy amendments are available in-house, and will carry an extra charge. Please note all new artwork must be approved by the British Psychological Society before being included in the magazine.

Policy

The Psychologist's policy on advertisements can be found at www.bps.org.uk/psyad and can also be obtained by post from the Society's office. The Editor of The Psychologist reserves the right to refuse or cancel any advertisement or part of any advertisement without reason or notice.

Contact Details

Recruitment

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Display

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