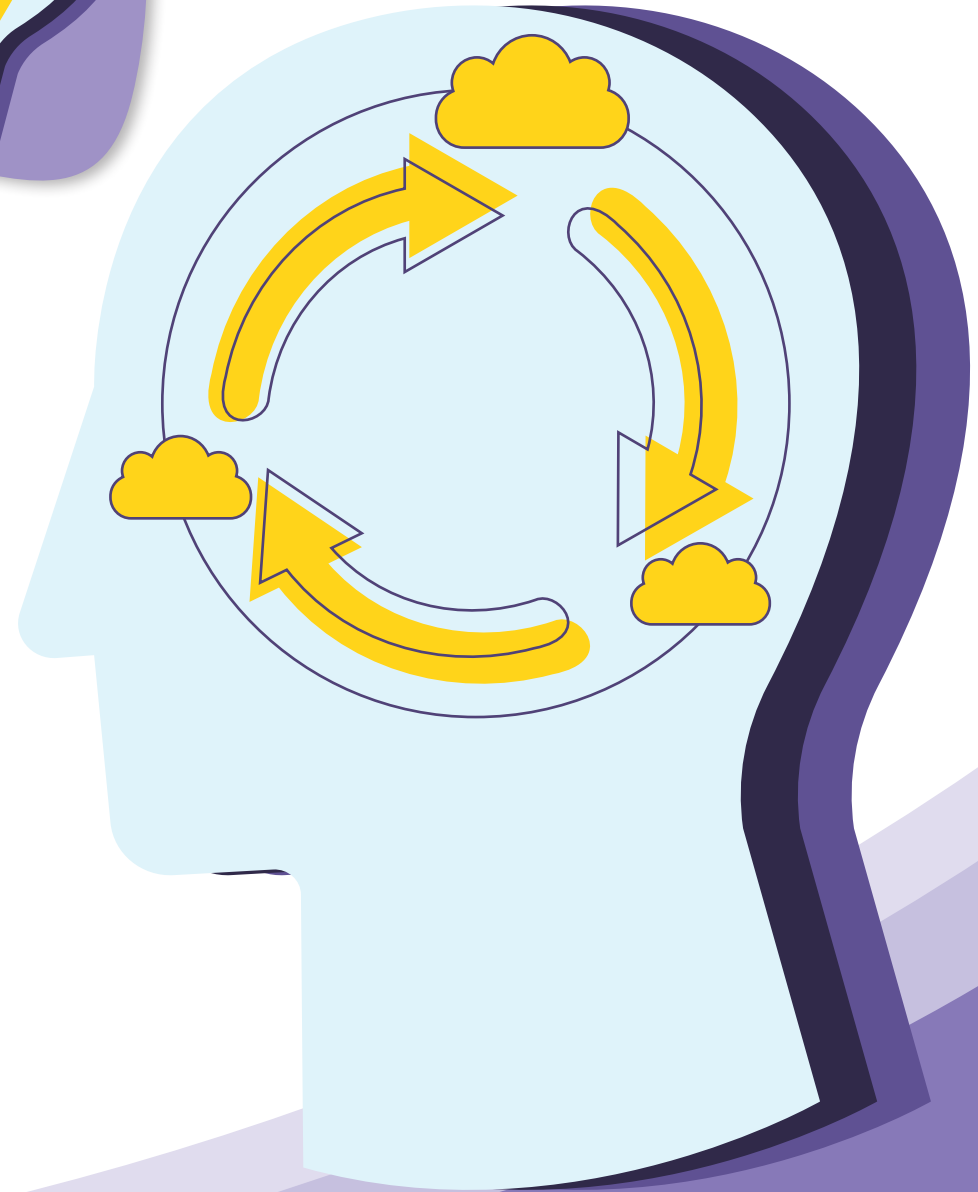




The British  
Psychological Society  
Promoting excellence in psychology



# The British Psychological Society

## Media Pack 2019

The British Psychological Society (BPS) is the 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. Here are the various ways in which you can reach this audience:

- **The Psychologist** – The society's monthly publication that is distributed to all members of the society. It is the largest publication of its kind in the UK.
- **Research Digest** – The British Psychological Society's award-winning blog. It provides original, authoritative reports on the latest psychology research papers.
- **[www.jobsinpsychology.co.uk](http://www.jobsinpsychology.co.uk)** – The No 1 site for psychology jobs. Open to members and qualified non-members, it is the only spot to place and look for psychology jobs.

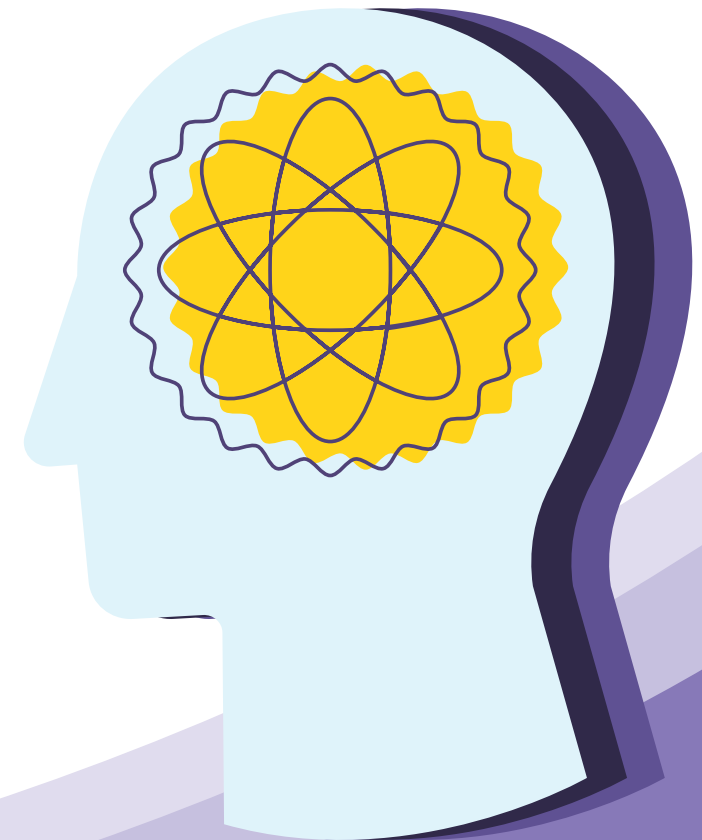
For **advertising** enquiries, please contact:  
Kai Theriault  
01223 378051  
[kai.theriault@cpl.co.uk](mailto:kai.theriault@cpl.co.uk)

### Who is a member of the British Psychological Society?

- Clinical psychologists, counselling psychologists, health psychologists and neuropsychologists working in healthcare and community settings, in research or private practice
- Undergraduate (psychology is one of the fastest-growing subjects being studied 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



**The British Psychological Society**  
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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 offers a forum for communication and discussion 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.

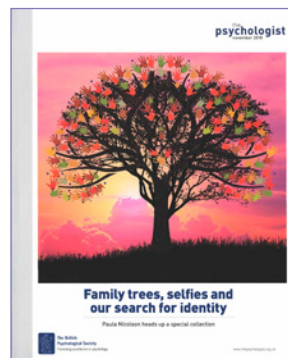
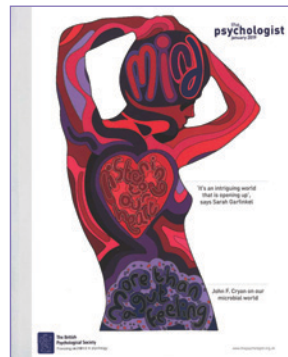
*The Psychologist* magazine is also available online at [thepsychologist.bps.org.uk](http://thepsychologist.bps.org.uk) with a growing audience of around 200,000 page impressions per month. Members also receive the 'From The Psychologist' monthly email linking to key magazine features on the site, as well as adverts and the latest jobs.

It is uniquely placed for the promotion of your course, event, training, product or service to psychologists and those entering the psychology sector in the UK.

## Key stats for the magazine:

- Monthly print circulation of 50,000
- Readership of 65,000
- c.200,000 page impressions per month on website
- 40,000 receive monthly 'From The Psychologist' email
- 46,000 downloads of phone/tablet app
- 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 high standard.



Issue	Advertising deadlines		Copies in the post
	<i>The Psychologist</i>	<i>The Psychologist</i> appointments	
Day of the week	Wednesday	Wednesday	Thursday

<b>January</b>	21 November	28 November	13 December
<b>February</b>	2 January	9 January	24 January
<b>March</b>	30 January	6 February	21 February
<b>April</b>	27 February	6 March	21 March
<b>May</b>	27 March	3 April	18 April
<b>June</b>	1 May	8 May	23 May
<b>July</b>	29 May	5 June	20 June
<b>August</b>	26 June	3 July	18 July
<b>September</b>	31 July	7 August	22 August
<b>October</b>	28 August	4 September	19 September
<b>November</b>	25 September	2 October	7 October
<b>December</b>	30 October	6 November	21 November

<b>January</b>	20 November	27 November	12 December
<b>February</b>	2 January (Thursday)	8 January	23 January

# Research Digest

[digest.bps.org.uk](http://digest.bps.org.uk)



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

Research Digest's 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 strives to write in a style that educates, entertains and generates interest, but without resorting to hype.

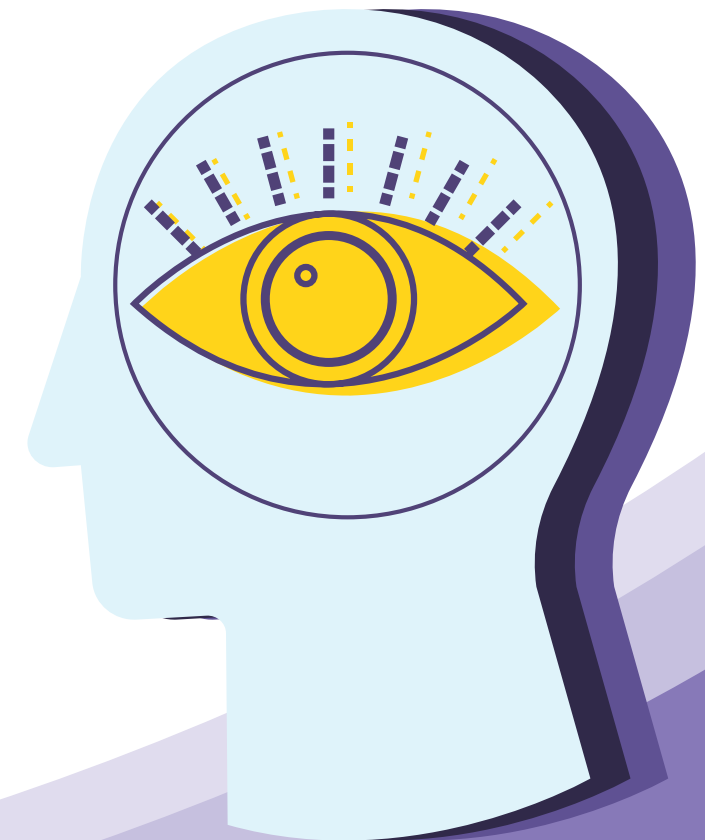
It wants to demonstrate how interesting and useful psychological science can be, while casting a critical eye over the methods used.

### Key statistics for the Research Digest:

- More than **500,000** monthly page views
- More than **400,000** unique users
- More than **62,000** subscribers to the weekly Research Digest email



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# www.jobsinpsychology.co.uk



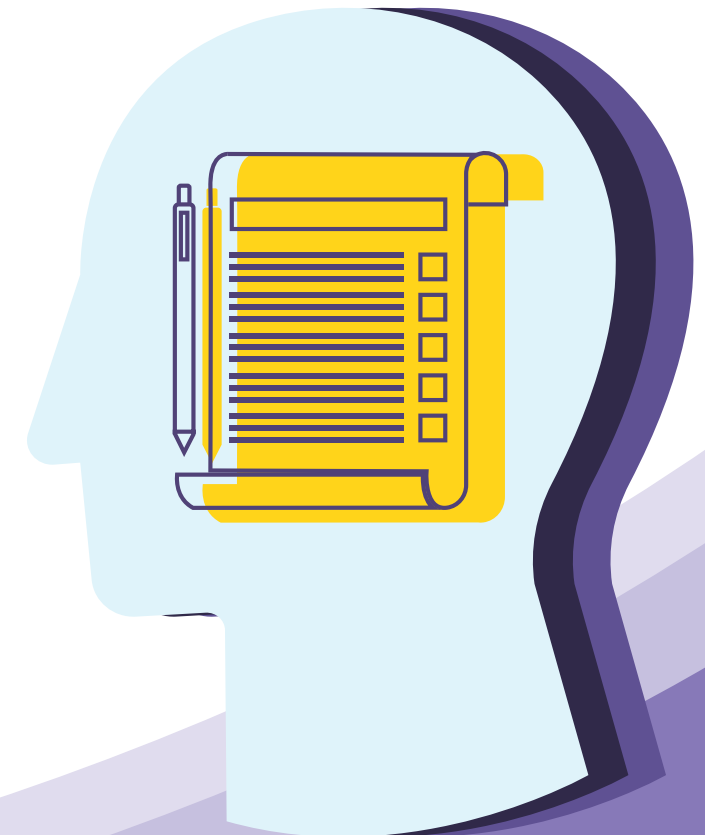
The British Psychological Society  
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**The British Psychological Society's recruitment website is the No 1 site for psychology jobs. It is accessible to both members and qualified non-members.**

Newly launched in January 2016, the site is accessible on mobiles and desktops, with increased search functionality for greater ease of use and navigation. It will have many more exciting and targeted options to enable you to promote your roles to members and visitors to [www.jobsinpsychology.co.uk](http://www.jobsinpsychology.co.uk).

Visitors to the site can search by options such as area, salary, role, and so on. We will be able to supply you with detailed reports of traffic and analytics of your job posting to allow you to tailor your advert to get the very best response.



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# Rates & specifications



The British  
Psychological Society  
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## Display print costs

(width x height)

### Double page spread:

392mm x 230.5mm,  
type area: 161mm x 210.5mm each page      £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:

210mm x 262mm, type area: 190mm x 242mm  
+ 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+VAT

### Half page:

(H - 181mm x 110mm; V - 88mm x 230.5mm)      £1,800+VAT

### Quarter page:

(88mm x 110mm)      £1,200+VAT

### Eighth page Horizontal:

(88mm x 50mm)      £650+VAT

## Sponsorships

Bespoke sponsorships of Psychologist Guides, The Psychologist App and Research Digest podcasts available.

Contact Kai Theriault for details.

## [www.jobsinpsychology.co.uk](http://www.jobsinpsychology.co.uk)

**Bronze package** – Standard 30-day listing – **£780+VAT**

**Silver package** – Standard listing with Featured Recruiter position – **£875+VAT**

**Gold package** – Standard listing, Featured Recruiter and inclusion in monthly e-newsletter – **£990+VAT**

**Platinum package** – Standard listing, Featured Recruiter, inclusion in monthly e-newsletter and Featured Job position – **£1,250+VAT**

## Research Digest costs

**Online banner** – **£1,000+VAT** (255 pix w x 190 pixels h)

**Email sponsor** – banner – **£425+VAT** (148 pixel w x 195 pixel h)  
textbox – **£500+VAT**

## Psychologist online/app/email costs

**Online banner** – **£750+VAT** (200 pix w x 200 pix h)

**Mobile/Tablet app adverts** – POA

## Supplying artwork

Please supply pass4press PDF via email.

All PDFs must be high resolution (300dpi), CMYK with fonts embedded. We cannot be held responsible for colour content of any RGB files supplied.

## Policy

The *Psychologist's* policy on advertisements can be found at [www.bps.org.uk/psyad](http://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.

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