

BBC

# COUNTRYFILE

**MEDIA INFORMATION**

2016/17



BBC

# COUNTRYFILE

## Brand reach

Circulation  
**43,879**

Readership  
**224,000**

Subscription  
**76%**

### Social media



**33,630**

Facebook followers

**58,200**

Twitter followers

### Website



**102,000**

Average unique users

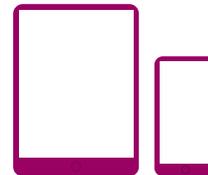
**300,000**

Average monthly  
impressions

**30,000**

Newsletter subscribers

### Mobile



**55%**

access the website

[www.countryfile.com](http://www.countryfile.com)

on mobiles or tablets

## From the Editor



Discover all that is wonderful about the British countryside with *BBC Countryfile Magazine*. From new places to explore and thrilling wildlife to spot to fascinating rural heritage and insight into the world of the farmer, each issue

helps you make the most of your time in the great outdoors. Award-winning photography brings every page to life and we employ the very best countryside writers: from Simon Barnes and Sara Maitland to Helen MacDonald and George Monbiot.

In addition, you'll find the very latest news from the Countryfile presenters, such as John Craven, Ellie Harrison, Matt Baker and Adam Henson, as well as regular updates and in-depth opinion and analysis of rural issues, big and small.

For those interested in a more hands-on approach, we provide enticing recipes for great picnics or hearty winter feasts and regularly feature local food producers. You'll also enjoy the detailed 'how to' features for learning new pastimes and crafts, such as landscape painting, woodcarving and other traditional rural activities.

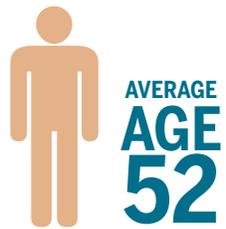
In all, *BBC Countryfile Magazine* offers a deep and inspiring understanding of the great British Countryside that you'll find hard to beat anywhere else."

Fergus Collins,  
editor@countryfile.com



# COUNTRYFILE

## About the reader



## Interests

### TRAVEL

**4** trips on average in the last 12 months

**£1,548** average spend on holidays

**75%** have taken holidays in the last 12 months

### PURSUIITS

**44%** are interested in birdwatching

**59%** are keen walkers

**57%** are interested in cooking

**43%** enjoy gardening

### CHARITY

**64%** donated to charity in the last 12 months

Average charity donation is **£77**

Sources: ABC Jan-Dec 2015, GB TGI 2016 Q1



“ We got involved with the Discover Ceredigion feature as it seemed a targeted campaign that would suit our business; it was our first time advertising and we were happy with the responses and bookings we subsequently received. We already have advertised again, and will do in the future. **Meleri Morgan, Reception Manager, The Falcondale Mansion Hotel** ”

“ Railtrail Tours is delighted with how our *Countryfile* advertising has grown enquiries for our quality escorted holidays by train. These are steadily converting and building bookings for our tours of Great Britain – and of Europe. The *Countryfile* team has been extremely supportive; their ideas have helped manage our budget to extend to various magazine and web campaigns; we’re looking forward to working with them in the new year on some exciting new plans. **Dave Felstead, Managing Director, Railtrail Tours Ltd** ”

# COUNTRYFILE

## Rate card

### Print Display

DPS	£6750
DPS in the front half	£7000
Page	£3750
Page in the front half	£3940
Page: cover site	£4150
Half page	£2065

### Advertorials

DPS	£7650
Page	£4250

### Inserts

POA

### Production cost

POA

### Online

Double MPU	£27 CPM
Overlay	£40 CPM
Masthead	£25 CPM
MPU	£20 CPM
Leaderboard banner	£20 CPM

## Contacts

### Advertising manager

Louise Edwards  
0117 314 8384  
louise.edwards@immediate.co.uk

### Group advertising manager

Laura Jones  
0117 314 8760  
laura.jones@immediate.co.uk

### Classified sales executive

Martin Maynard  
0117 314 7365  
martin.maynard@immediate.co.uk

### Editor

Fergus Collins  
fergus.collins@immediate.co.uk