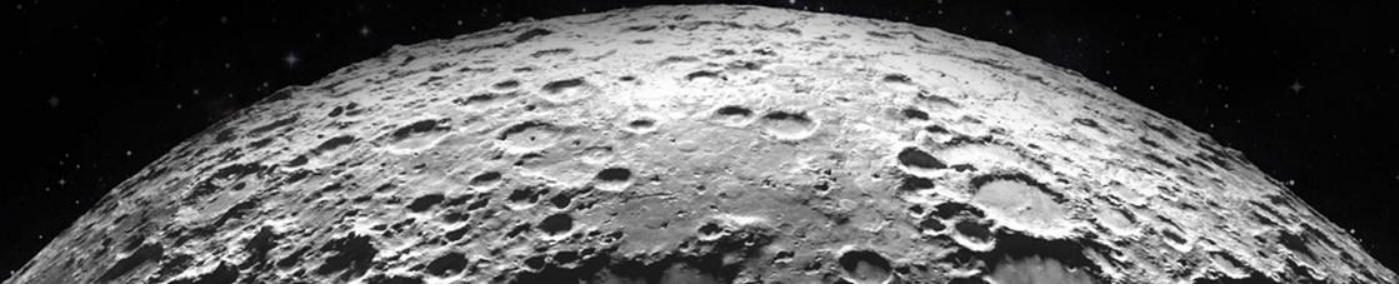


BBC

Sky at Night

MAGAZINE

MEDIA INFORMATION



Mission Statement

BBC Sky at Night is essential reading for serious astronomers and armchair enthusiasts alike, helping them develop their practical skills and informing them of the latest scientific discoveries.

The magazine is aimed at all levels from beginners to advanced astronomers.



Demographics



82% Of readers are male

Average age is

53



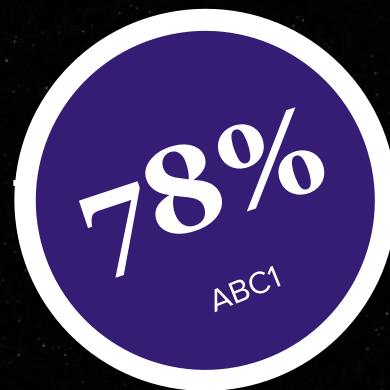
56%

Educated to a degree level

Average HH income of
£47,657

47%

Are at an intermediate astronomy level



Monthly Reach

67%
Subscribe

24,576
Circulation

51,610
Readership

21k+
E-newsletter
subscribers

46,978

Unique users to the
website per month

Source: Google analytic Jan 1 - Jan 31 2016

* Source: ABC Jan - Dec 15

** Source: ABC Jan - Dec 15 x RPC Ready Survey 16

*** Source: Immediate media Jan 16

The reader

45%

Have bought an advertised product

**2 hrs
54 mins**
mins reading
each issue



**Only
13%**

Read
Astronomy Now
every month

67%

Interested in
solar astronomy

55%

View the sky at
least once a week

70%

Actively pursue
astronomy as a hobby

Dark Skies and holiday breaks

26%

View dark skies on
a national basis

53%

View dark skies on
a local basis

72%

Interested in
Northern Lights
holidays / short
breaks

70%

Interested in or have
been on astronomy
break

Source: Reader Survey 2016

Photography, telescopes and equipment

44%

Own a DSLR camera

58%

Take astrophotos

35%

Use binoculars

35%

Use a small scope

30%

Use a large scope

Telescope / astronomy market in Sky at Night

£31.5 Million PA

Astrophotography market in Sky at Night

£7.7 Million PA

Source: Reader Survey 2016

 Sky at Night
MAGAZINE

Purchasing

£611

Average anticipated
spend on astronomy
equipment in
next year

50%

Are to make an
astronomy
equipment
purchase

46%

Buy from a
specialist / high
street Retailer

£1271

Average cost of
astronomy
equipment

Source: Reader Survey 2016

DISPLAY

	1 Issue	4 months - 10%	8 months - 15%	12 months - 25%
DPS	£2,950	£2,655	£2,507	£2,213
Full page	£1,650	£1,485	£1,400	£1,230
Cover Spots	+20%	+15%	+10%	+0%

ADVERTORIALS

Page	£2,400
DPS	£4,400

ONLINE

Masthead	£30 CPM
Double MPU	£30 CPM
Banner	£20 CPM
MPU	£20 CPM
Site take overs	POA

E-NEWSLETTERS

Solus newsletter	£1,050
Editorial newsletter	£750