



The ARCHAEOLOGIST

INSTITUTE for ARCHAEOLOGISTS

The Institute for Archaeologists advances the practice of archaeology by promoting professional standards and ethics for the conservation, management and study of the archaeological resource. It is the sole body providing professional accreditation for UK archaeologists.

Cathedral Communications, well known for publishing the IfA Yearbook and The Building Conservation Directory, now also handles the advertising for the Institute's highly regarded news and information journal **The ARCHAEOLOGIST**.

The ARCHAEOLOGIST includes diverse and interesting coverage of developments in the UK and international archaeology field as well as news of the latest Institute activities, events and other useful information for front-line archaeology professionals

KEEP IN TOUCH WITH THOSE WHO NEED TO KNOW

Advertising regularly in **The ARCHAEOLOGIST** offers you a direct and cost effective way of reaching the people responsible for controlling fieldwork, conducting research, formulating policy and for specifying a wide variety of procurement within the business of archaeology. With four issues per year you have the opportunity to keep everyone up-to-date with the latest developments in your organisation and product range in this rapidly changing market.

HIGHLY TARGETED CIRCULATION

The ARCHAEOLOGIST goes out four times a year to 3,400 people who use and specify specialist products and services on a daily basis including the entire membership of the IfA plus influential archaeology professionals and organisations who subscribe to **The ARCHAEOLOGIST**.



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ADVERTISING RATES

DISPLAY ENTRIES

Single edition prices:

Quarter page	£200
Half page	£350
Full page	£600

The above prices are shown exclusive of VAT.

Series booking prices:

For a series of four consecutive insertions a 10 per cent reduction is offered.

ARTWORK REQUIREMENTS

WE PREFER TO RECEIVE DIGITAL ARTWORK AS PRESS READY, HIGH RESOLUTION PDF FILES but can also accept some other software formats. If possible, artwork submitted should be prepared in InDesign, Illustrator, PhotoShop, QuarkXpress or PageMaker – NOT in MS Word, Powerpoint or Publisher. Please include all linked/embedded images and logos, and details of fonts used.

LEAFLET INSERTS

Distribution of promotional leaflets as inserts, up to 10 grams each, approx. 3,400 copies **£350 + VAT**

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x
86mm

1/4 page

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