

Advertising with

# The British Psychological Society



2009  
MEDIA  
PACK

The Psychologist featuring  
Psychologist Appointments, and more

# A LARGE, AFFLUENT AND WELL-QUALIFIED AUDIENCE



## What is the British Psychological Society?

A professional organisation, charged by the Crown with overseeing, in the public interest, psychology and psychologists. Its publications, websites and other services are your best opportunity to reach a large, affluent and well-qualified audience of psychologists.

## What is The Psychologist?

The Society's monthly publication, and the undisputed market-leading media for recruitment, training and events advertising for psychologists – the first choice for advertisers and readers alike.

Each month The Psychologist is read by more than 48,000 members of the British Psychological Society: all have or are working towards an accredited psychology degree. It is also passed on by many, giving it an average issue readership of over 67,000. Three-quarters of all members spend between 15 and 60 minutes reading each issue and keep it indefinitely to refer back to.

## Why should you advertise in it?

Readers rate The Psychologist as their main source of information about jobs, training courses and events, and advertisers tell us that their advertising works. The 2008 redesign has cemented the publication's reputation as *the* publication for professional psychologists, and increased its effectiveness for advertisers. Now that job advertisements are an integral part of the publication, 72 per cent of readers



The  
British  
Psychological  
Society

report that they use them, and 40 per cent say they do so more now. 2009 will see further improvements, easing navigation to and within the jobs section.

### **Are there online options?**

Job advertisements in print are placed at [www.psychapp.co.uk](http://www.psychapp.co.uk) for no extra charge. The site receives around 20,000 unique visitors per month, and has 9,000 members signed up to its e-mail alerts. You can also choose to advertise online only at any time.

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***The Psychologist is influential both through its reach (there are no other regular publications for professional psychologists which go to anywhere near as many readers) and through its quality.***



WITH AN AVERAGE ISSUE READERSHIP OF 67,150 THE PSYCHOLOGIST HAS A READERSHIP OF MORE THAN FOUR TIMES ITS CLOSEST RIVAL



THE SOCIETY'S  
MEMBERSHIP IS  
75% FEMALE, WITH  
53% UNDER THE  
AGE OF 40



65% OF MEMBERS HAVE A  
ROLE IN SPECIFYING,  
RECOMMENDING OR  
AUTHORISING THE PURCHASE  
OF GOODS, SERVICES OR  
TRAINING



## THE SOCIETY'S MEMBERS INCLUDE

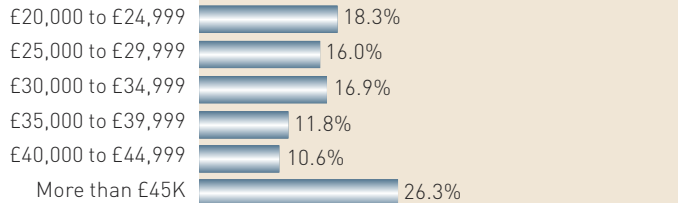
- **Research workers and lecturers** in institutions of higher education.
- **Clinical psychologists, counselling psychologists, health psychologists and neuropsychologists** working in health care and community settings, in research or private practice.
- **Educational psychologists** in LEAs, schools, 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.
- **Students** on sixth form, undergraduate [one of the largest and fastest growing subjects at university level] and postgraduate courses.

## NUMBER ONE FOR

# AUDIENCE

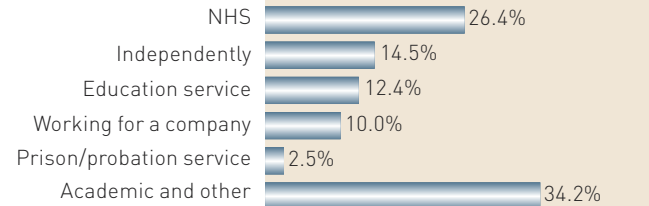
*The Psychologist* is the one magazine that focuses on professional issues for psychologists, across the range of employment sectors.

### Question: What is your annual income?



**58% of full members work full time, 21% part time**

### Question: How do you practise as a psychologist?



**45% of members are part of an organisation employing more than 100 people**

## NUMBER ONE FOR

# RECRUITMENT

*The Psychologist*, including its dedicated 'Careers' section, is mailed to over 48,000 Society members each month. Job advertising is also available online, with rolling deadlines and bargain prices.

**T**he Psychologist is the place to ensure your vacancy reaches a large, prime, well-qualified market. It contains recruitment ads in all areas of psychology, and beyond to the many industries who recognise the transferable skills psychology graduates possess. There are also articles on the world of work and continued professional development. A 'featured job' panel, giving more details about the job and the type of candidate sought, could be yours at no extra cost if you book early.

Recruiters in *The Psychologist* currently have their job ad placed online at [www.psychapp.co.uk](http://www.psychapp.co.uk) free of charge as soon

as it is submitted. Members can search by geographical area, set up a jobseeker profile and subscribe by either RSS feed or e-mail alert. In other words, your vacancy will reach the people it needs to reach, in a timely fashion.

Full colour ads are available in several different sizes, with something to suit all budgets. Discounts are available to NHS advertisers and recognised agencies.

Alternatively, recruiters can choose to advertise solely online – no deadlines to worry about, and prices starting at just £150. Advertisers can create an online account and submit vacancies at their own convenience. An easy-to-use

template guides advertisers through the process of submitting copy. Alternatively, just submit your ad to our team and they will place it for you.

In fact, our advertising team are always on hand to advise you – contact details and prices are on the back cover. Advertising your position with The Psychologist is easy and great value for money. Above all, it is the best way to ensure you hook the big fish you need: you can trawl a large area without ending up with minnows. Turn the page to find out just how effective advertising with The Psychologist can be.

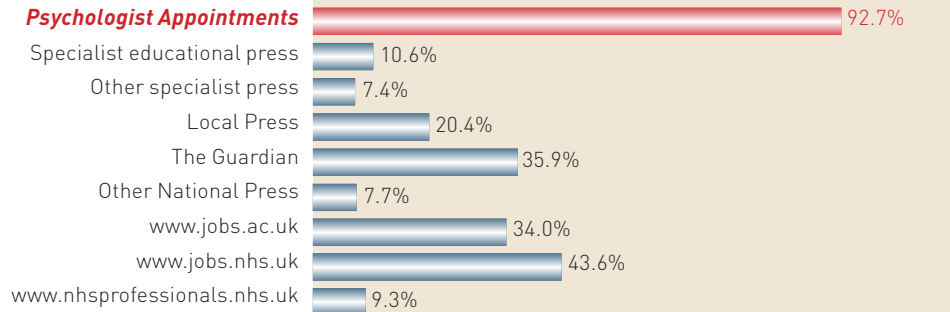


I HAVE BEEN VERY HAPPY WITH THE ADVERT AND THE QUALITY AND QUANTITY OF RESPONSES. SEVERAL PEOPLE MENTIONED SEEING IT ONLINE – *TREVOR BUTLIN, DE MONTFORT UNIVERSITY*



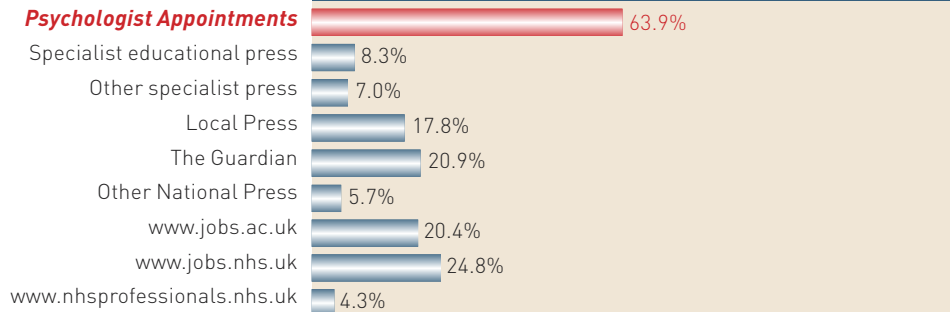
## MEDIA OF CHOICE

**Question:** Where do you look when searching for a new position as a psychologist?



*Psychologist Appointments* is overwhelmingly the first choice for those looking for a job in psychology.

**Question:** Where do you advertise when you are looking to recruit a psychologist?



*Psychologist Appointments* is the first choice for recruitment advertisers with nearly three times as many recruiters choosing *Psychologist Appointments* in preference to any other media.

Source: Century One Enkanta, November 2006:  
BPS membership survey  
Base: 4,517 recipients

“ IN A SURVEY OF JOB ADVERTISERS FROM OUR APRIL 2008 ISSUE, 80% SAID THEY HAD RECEIVED A GOOD RESPONSE, AND 70% SAID THEY HAD FILLED THEIR VACANCY AS A RESULT ”



NUMBER ONE FOR

# RESULTS

Advertising with the British Psychological Society is highly visible, and an effective way of reaching out to the right people in the right numbers.

64.6% of readers find advertising in **The Psychologist** either essential, useful or very useful with 42.4% stating that advertising either influenced buying decisions or inspired them to contact the advertiser

WE WERE REALLY  
PLEASED WITH THE HIGH  
NUMBER OF RESPONSES  
- LIZ EVANS, CARTER  
BROWN ASSOCIATES



SPONSORSHIP OF BPS EVENTS  
HAS BEEN TREMENDOUSLY  
SUCCESSFUL FOR US, NOT  
ONLY IN RAISING AWARENESS  
BUT ALSO IN ALLOWING US TO  
MEET MEMBERS FACE-TO-FACE  
- JO MOUNTAIN, HOWDEN



## NUMBER ONE FOR

# OPTIONS

Other British Psychological Society outlets give you plenty of different ways of targeting your particular chosen market, with options available to suit all budgets.

**Direct mail** – For a targeted option, you can send out an individual mailing to a customised selection of members (e.g. by geographical area, specialism within psychology, qualification such as psychometrician, etc).

Prices start at just £200 per 1000 addresses.

**Web advertising** – for just £100+ VAT per month, you can have a box within the members area of [www.bps.org.uk](http://www.bps.org.uk) that can link to your website.

**Research Digest** – this is a fortnightly e-mail newsletter with over 22,000 subscribers (Society members and beyond). You can ‘sponsor’ an issue for just £200, or advertise for £1 per word plus £50 per weblink.

**Journals** – Reach subscribers to any of the Society’s 11 academic and professional journals. See [www.bps.org.uk/journalad](http://www.bps.org.uk/journalad).

**Events listing** – for £50+VAT, your conference or training day could be

included in the searchable database at [www.bps.org.uk/conferences](http://www.bps.org.uk/conferences).

**Subsystem publications** – Some of the publications from the Society’s many constituent parts also accept advertising.

**Conferences** – See box opposite.

*To discuss options, e-mail [psyadvert@bps.org.uk](mailto:psyadvert@bps.org.uk) or call +44 (0)116 252 9551. Whatever your requirements, our team are here to help.*



There are many opportunities available for advertising and exhibition space or sponsorship of the Society's conferences and events. Contact +44 (0)116 252 9555 or [conferences@bps.org.uk](mailto:conferences@bps.org.uk)

## MECHANICAL DATA

### DEPTH AND WIDTH (MM)

Full page	248 x 190
Half page landscape	120 x 190
Half page portrait	248 x 90
Quarter page portrait	120 x 90
Eighth page portrait	120 x 40
Eighth page landscape	56 x 90
Sixteenth page portrait	56 x 40

Covers only: trim size 297 x 210mm, bleed size 303 x 213

### Supplying artwork

Advertisements should be saved as a high-resolution PDF, TIFF or EPS file. All fonts must be embedded and files set up for four-colour printing (not RGB): correcting defective artwork may incur an additional cost.

**Please send by e-mail to [psyadvert@bps.org.uk](mailto:psyadvert@bps.org.uk) (for The Psychologist) or [psychapp@bps.org.uk](mailto:psychapp@bps.org.uk) (for Psychologist Appointments).**

With adequate notice, our designers can turn your text into a display advertisement, for just £75 (full page), £50 (half page) or £25 (quarter page or less).

### Payment

Invoice and voucher copy are mailed after publication, with payment due within 30 days.

### Terms and conditions

See [www.bps.org.uk/psyad](http://www.bps.org.uk/psyad) for terms and conditions.

### Policy

*The Psychologist's* policy on advertisements includes:

- publication of an advertisement in *The Psychologist* is not an endorsement either of the advertiser or of the products or services advertised
- advertisements should not contain misleading statements
- claims made in advertisements must be supported by appropriate evidence if requested
- advertisers may not state in any subsequent advertising or promotional piece that their product or service has been advertised in *The Psychologist*
- advertisements must conform to the British Code of Advertising Practice
- the Editor of *The Psychologist* reserves the right to refuse or cancel any advertisement or part of any advertisement without reason or notice.

The full code is published at [www.bps.org.uk/psyad](http://www.bps.org.uk/psyad) and can also be obtained by post from the Society's office.

## RATECARD

Reach our **large, well-qualified, affluent** audience at **great value prices**

	<i>The Psychologist</i> PRICE PER INSERTION				<i>Psychologist Appointments - Jobs</i>	
	1	3	6	12	Print	Online only
Full page	£1100	£1050	£1000	£900	£2,495	From £150 – call for options
Half (land/portrait)	£630	£610	£590	£520	£1,365	
Quarter (land/port)	£315	£305	£295	£275	£840	
Eighth (land/portrait)	£160	£155	£150	£145	£475	
Sixteenth page	£95	£90	£85	£80	£315	

### SPECIAL POSITION FOR THE PSYCHOLOGIST

Outside back cover	<b>40% extra</b>
Inside back cover	<b>25% extra</b>

Job ads in print include a free online ad at [www.psychapp.co.uk](http://www.psychapp.co.uk). All prices are subject to VAT at 17.5%. There is a 10% discount for recognised advertising agencies, and 3% for NHS recruiters.

## DEADLINE DATES 2009

### ISSUE

### ADVERTISING DEADLINES

### PUBLISHING DATE

	<i>The Psychologist</i>	<i>Psychologist Appointments</i>	
<b>January</b>	21 November '08	3 December '08	18 December '08
<b>February</b>	5 January	14 January	29 January
<b>March</b>	30 January	11 February	26 February
<b>April</b>	27 February	11 March	26 March
<b>May</b>	27 March	15 April	30 April
<b>June</b>	1 May	13 May	28 May
<b>July</b>	29 May	10 June	25 June
<b>August</b>	3 July	15 July	30 July
<b>September</b>	31 July	12 August	27 August
<b>October</b>	28 August	9 September	24 September
<b>November</b>	2 October	14 October	29 October
<b>December</b>	30 October	11 November	26 November
<b>January '10</b>	27 November	9 December	23 December

## CONTACTS



### THE PSYCHOLOGIST

Advertising Sales

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t. +44 (0)116 252 9552

e. [psyaadvert@bps.org.uk](mailto:psyaadvert@bps.org.uk)

### PSYCHOLOGIST

APPOINTMENTS

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The  
British  
Psychological  
Society

The British Psychological Society

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