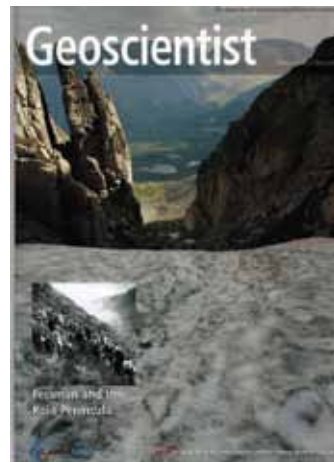


# Geoscientist

“  
A well balanced, straightforward  
review of current new thinking...”

B.L.Jones, Dorset

## 2010 ratecard



All advertising enquiries and bookings should be made to:

Society Media Sales Ltd  
Unit 25, The Coach House  
2 Upper York Street  
Bristol BS2 8QN  
Tel: 0117 923 2951  
[sales@societymediasales.co.uk](mailto:sales@societymediasales.co.uk)



# Geoscientist

## The Society

Founded in 1807, The Geological Society of London is the oldest geological society in the world and is Britain's national learned society for geology with a fellowship of almost 9,000. Renowned and respected worldwide for its expertise within the field the society provides scientific data from its own work and in partnership with the Association of European Geological Societies and the European Federation of Geologists, with whom it is closely affiliated.

## The Magazine

Geoscientist is the well-established and respected magazine for the Geological Society of London. Published every month, approximately 10,000 copies of Geoscientist are distributed to fellows and corporate affiliates in sectors such as: **engineering, environmental, petroleum, hydrogeology** and all other specialist groups. Copies are also distributed at events attended by the Geological Society which include EGU and EAGE. **The Fellowship covers a wide range of commercial sectors, including geotechnical and civil engineering, mineral extraction, environment, hydrocarbons and hydrogeology.** The magazine contains regular feature articles of particular interest to its readership as well as news items, meetings and conference calendar and reports, book reviews and job vacancies.

The high quality contents of each issue of Geoscientist ensure it is a publication which is kept and referred back to continuously, enabling your advertisement to be seen by the most relevant industry professionals on an ongoing basis. Advertising in Geoscientist is the only way to reach all the fellows of the Geological Society of London - the key decision-makers in the industry. Advertising rates have been kept to a minimum, giving you the opportunity to ensure you reach your target audience in the most cost-effective way.

“

Astonishingly entertaining...”

A. Lane, Sunderland



## Geographical distribution



UK	79.8%
Rest of Europe	5.4%
Rest of the World	14.8%

“

... I always enjoy reading this one...”

M. Lawrence, Burnaby, BC Canada

# What's in Geoscientist?



## Features

Longer illustrated articles for in-depth coverage of topical geological subjects.

## GeoNews

News items relevant to the interests of working geoscientists

## People

Geoscientists in the news and on the move.

## Media monitor

An occasional, and mostly light-hearted survey of geoscience in the media

## Opinion

Including Letters and Reviews

## Crossword

A monthly prize crossword by 'Platypus'. Fellows may win a Special Publication of their choice.

## Society at large

What the Geological Society is doing at home and abroad, in London and the regions.

## Funny

Old World unconsidered trifles, by 'Snapper'

## From the Regions

An occasional series of pieces highlighting the Society's Regional Group activities

## Calendar

A forward listing of Society activities, including all Specialist Groups, Joint Associations, and Regional Groups. All material in the Calendar is harvested fresh each month from this website. To get your event in the magazine Calendar you must first ensure that it is listed here, by sending details to the Editor (Ted Nield).

## Sticks & Stones

The misadventures of Dalston and Gibbet, two geologists described by one commentator as "a few taxa short of an assemblage". By cartoonist Dave Hughes.

## Distribution - Total circulation 9,120



\* Includes quarrying  
 \*\* Oil and Gas  
 \*\*\* The Geology of metals, ores, and their extraction

Industry		Education	
Coal	2.2%	Research Assistant	2.3%
Engineering/Construction	27.3%	School Teacher	1.1%
Environment	18.6%	University Lecturer	13.1%
Extractive*	5.9%	Government	
Hydrocarbons**	25.7%	Central	4.4%
Metaliferous***	4.2%	Local	3.3%
Waste	4.2%	Museums	0.9%
Water	7.0%	Research Councils/Orgs	5.8%

“Brilliant publication keep it coming!”

D. Woodcock, Cheshire

# Geoscientist

## rates and mechanical information

### Display Advertising Rates

Size	Mono (£)	Colour (£)	Width x Height (w x h mm)
Full Page	1320	1980	210 x 297 + 3mm trim
Half Page Horizontal	770	1100	190 x 132
Half Page Vertical	770	1100	89 x 270
Quarter Page	440	660	89 x 132

### Insert rates

Agency commission at 10%. All prices are exclusive of V.A.T.

- £140/1000 up to 10 grams
- £165/1000 up to 15 grams
- £220/1000 up to 20 grams

Heavier weights handled on an individual basis. Inserts to overseas membership will incur extra costs.

### Deadlines

Issue:	Sales deadline:	Copy deadline:	Publication Dates:
January 2010	27/11/09	03/12/09	21/12/09
February 2010	14/12/09	05/01/10	26/01/10
March 2010	08/02/10	12/02/10	01/03/10
April 2010	09/03/10	15/03/10	30/03/10
May 2010	08/04/10	12/04/10	27/04/10
June 2010	06/05/10	10/05/10	25/05/10
July 10	07/06/10	11/06/10	28/06/10
August 2010	07/07/10	12/07/10	27/07/10
September 2010	11/08/10	16/08/10	27/08/10
October 2010	09/09/10	13/09/10	28/09/10
November 2010	06/10/10	11/10/10	29/10/10
December 2010	29/10/10	03/11/10	29/11/10

All dates subject to change

All advertising enquiries and bookings should be made to:

### Artwork Specifications:

All artwork should be supplied as a press-optimized pdf file with all fonts embedded or high resolution tiff/eps/jpg, to the correct dimensions, and accompanied with a proof, or a scanning charge will be incurred. Bleed Adverts: The file must include a 3mm bleed on all edges. Adverts supplied with bleed will be subject to a 10% surcharge unless otherwise stated. If artwork is not supplied as outlined, artwork charges will be applied as per order form.

Society Media Sales Ltd  
Unit 25, The Coach House  
2 Upper York Street  
Bristol BS2 8QN  
Tel: 0117 923 2951  
sales@societymediasales.co.uk