

Publicise your brand to over 800 members of the British Society of Soil Science (BSSS). Our members are employed in both private and public sector institutions including academic universities, conservation charities, construction companies and agri-environmental consultancies. Our members represent key decision makers within their organisations and have an interest in further education and training.

The twice-annual publication includes compelling content from soil science experts including overviews of the latest scientific information from our events and conferences and highlights from our two academic journals *European Journal of Soil Science* and *Soil Use and Management*.

## Why advertise with us?

- **Reach your market**

The Auger can help to reach a large audience of loyal readers. The electronic publication can help promote your business to our 800 members every six months, with the publication available to non-members via our website six months later.

- **Targeted audience**

Sell your specialist products and services by targeting your ideal market of soil science professionals.

- **Adding credibility**

Add credibility to your brand by being associated with the eminent organisation of professional soil scientists in the UK.

- **Affordable marketing with an enhanced ROI**

Preferential rates are offered exclusively when booked via a full or fellow member of the Society to provide additional membership opportunities.

- **Supporting your industry**

Support BSSS and encourage other contacts and members to advertise in The Auger, to raise your profile, along with that of the Society.

- **Advertise to your future employees!**

Our job vacancies page allows you to promote your soil-related opportunities and when booked via a member, job advertisements can be placed free of charge.

## About BSSS

The British Society of Soil Science is an established international membership organisation and charity committed to the study of soil in its widest aspects. The society brings together those working within academia, practitioners implementing soil science in industry and all those working with, or with an interest in soils.

Our values reflect our science: we are dedicated to preserving the natural environment and our [Environmental Policy](#) sets out how we will commit to do this across our services.

## Advertising Rates

ADVERT DEADLINE DATE	PUBLICATION DATE
30 April	June
31 October	December

SIZE	COST
Full Page Advert with Bleed	£1,250 + VAT
Full Page Advert with White Border	£1,250 + VAT
Double Page with Bleed	£2,000 + VAT
Half Page with Bleed	£750 + VAT
Half Page with White Border	£750 + VAT
Double Half Page with Bleed	£1,250 + VAT
Quarter Page with White Border	£500 + VAT

- A 20% discount is available for adverts placed via a BSSS member
- A 10% discount is available when adverts are placed for both the June and December issues in the same year (not valid in conjunction with the BSSS member discount).

BSSS members are able to post unlimited, soil science related job advertisements free of charge on our website [www.soils.org.uk](http://www.soils.org.uk) and in The Auger. Advertising is available for non-members at the nominal fee of £75 +VAT.

British Society of Soil Science Cranfield University, Building 42a, Cranfield, Bedfordshire MK43 0AL

T: +44 (0)1234 752 983 F: +44 (0)1234 752 970 E: [admin@soils.org.uk](mailto:admin@soils.org.uk) W: [www.soils.org.uk](http://www.soils.org.uk)

## Advert Sizing

### Full page with bleed

Trim size: 297mm (high) x 210mm (wide)  
Bleed size: 303mm (high) x 213mm (wide)  
Type/safe area: 273mm (high) x 186mm (wide)

### Full page with white border

273mm (high) x 186mm (wide)

### Double page with bleed

Trim size: 297mm (high) x 420mm (wide)  
Bleed size: 303mm (high) x 426mm (wide)  
Type/safe area: 273mm (high) x 396mm (wide) – with a 24mm gutter in the centre fold area

### Half page with bleed

Trim size: 145.5mm (high) x 210mm (wide)  
Bleed size: 148.5mm (high) x 213mm (wide)  
Type/safe area: 121.5mm (high) x 186mm (wide)

### Half page with white border

130.5mm (high) x 186mm (wide)

### Double half page with bleed

Trim size: 145.5mm (high) x 420mm (wide)  
Bleed size: 148.5mm (high) x 426mm (wide)  
Type/safe area: 121.5mm (high) x 396mm (wide) – with a 24mm gutter in the centre fold area

### Quarter page with white border

133.5mm (high) x 90mm (wide)

### Artwork Requirements

- Ensure all fonts are embedded or outlined
- Produce a high resolution PDF of final ad @ 300dpi (in CMYK colour mode)
- For full bleed adverts include 3mm bleed and crop marks

## Contact Details

To discuss your advertising requirements, contact:

Sarah Garry  
Executive Officer  
[exec@soils.org.uk](mailto:exec@soils.org.uk)

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