

# the psychologist

*THE PSYCHOLOGIST* IS THE BRITISH PSYCHOLOGICAL SOCIETY (BPS) OFFICIAL MAGAZINE REACHING OVER **57,000** MEMBERS AND MANY NON-MEMBERS INFORMING AND COVERING ALL CORNERS OF THE DISCIPLINE OF PSYCHOLOGY.



## MEDIA INFORMATION 2022



the british  
psychological society



Tel: +44 (0) 20 7880 6213 Email: [bps-sales@redactive.co.uk](mailto:bps-sales@redactive.co.uk)



## *The Psychologist* is the official magazine of the British Psychological Society (BPS)

The BPS is a registered charity which acts as the representative body for psychology and psychologists in the UK, and is responsible for the promotion of excellence and ethical practice in the science, education, and application of the discipline.

With over **57,000** members and many non-members – no other platform comes close to matching *The Psychologist's* reach among its large and diverse audience of psychology professionals.

*The Psychologist* magazine is also available online at [thepsychologist.bps.org.uk](https://thepsychologist.bps.org.uk) with a growing audience of around **200,000** users per month.

The BPS also produces a wide range of specialist journals and periodicals, such as **Assessment & Development Matters, Clinical Psychology Forum, Education and Child Psychology and Psychology Teaching Review** to name a few.

This omni-channel opportunity allows you to reach a highly engaged and relevant audience who all have or are working towards an accredited psychology degree.



**65,000+**

- total readership figure



**@**  
**40,000+**

BPS Members receive the monthly  
'From The Psychologist' email



**68%**

of readers keep their copy of  
*The Psychologist* to refer back to



**200,000**

page impressions per month  
on [thepsychologist.bps.org.uk](https://thepsychologist.bps.org.uk)



**400,000**

downloads on our podcast  
across all episodes

## Membership consists of:

- Clinical psychologists, counselling psychologists, health psychologists and neuropsychologists working in healthcare and community settings, in research or private practice
- Undergraduate (psychology is one of the fastest growing subjects being studied at university) and postgraduate students
- 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
- Research workers and lecturers in institutions of higher education



\*based on latest *The Psychologist* readership research



## AUDIENCE REACH

*The Psychologist* is the Society's monthly publication and is read by more than **57,000** members of the British Psychological Society; all have or are working toward and accredited psychology degree. It is the largest circulation of its kind in the UK.

The magazine offers a forum for communication and discussion among all members of the Society. *The Psychologist* helps the Society 'promote the advancement and diffusion of a knowledge of psychology pure and applied'- one of the key objectives of the Royal Charter.

It is uniquely placed for the promotion of your course, event, training, product or service to psychologists and those entering the psychology sector in the UK. Advertising within these pages will ensure that your brand and proposition is recognised and understood by this valuable community.

Premium sponsorship of specialist bespoke *The Psychologist* Guides are available in discussion with the editor and BPS.

## Display advertising dates

	Mar 22	Apr 22	May 22	Jun 22	Jul/Aug 22	Sept 22	Oct 22	Nov 22	Dec/Jan 23	Feb 23
Display booking and copy deadline	26 Jan	23 Feb	23 Mar	4 May	15 Jun	27 Jul	23 Aug	21 Sep	9 Nov	4 Jan 23
Mailing date	17 Feb	17 Mar	14 Apr	26 May	7 Jul	18 Aug	15 Sep	13 Oct	1 Dec	26 Jan 23

## Display Advertising rates\*

Size and position	Price
Double page spread:	£3,037.50
Full page:	£2,025
Half page:	£1,350
Quarter page:	£900
Quarter page strip:	£1,250
Advertorials - full page	£2,500
Outside back cover	£2,600

## Series discounts

No. of issues	Discount
2-4 issues:	10% discount
5-8 issues:	15% discount
9-12 issues:	30% discount

In order to be eligible for the series booking discounts, advertisements must be booked in advance and cannot be subsequently cancelled.

\*All rates exclusive of VAT

Insert rates start from £35 cpm - please contact a member of the sales team for more information.

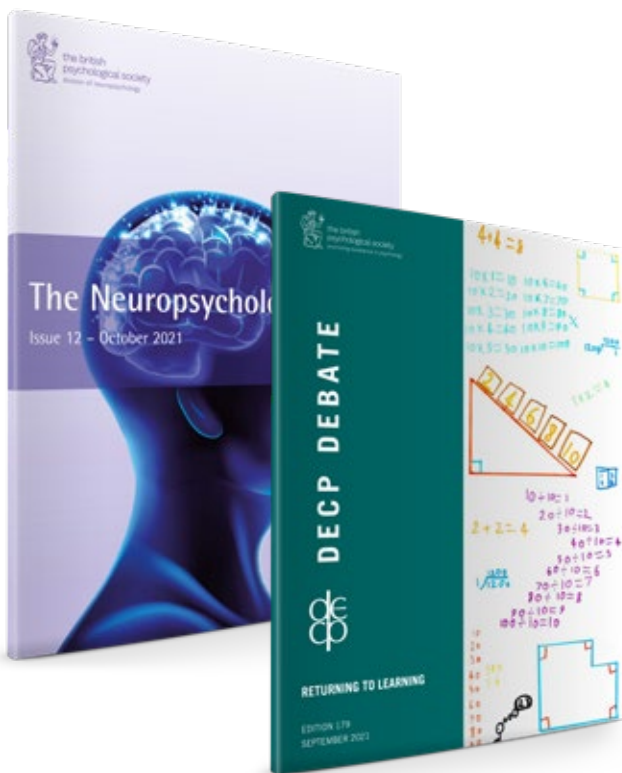


Advertising policy: *The Psychologist's* policy on advertisements can be found at [www.bps.org.uk/psyad](http://www.bps.org.uk/psyad) and also be obtained by post from the Society's office. The editor of *The Psychologist* reserves the right to refuse or cancel any advertisements or part of any advertisement without reason or notice.



## PERIODICALS

The BPS publishes a number of specific niche periodical titles throughout the year. In an easily accessible digital format, these periodicals are a great way to get in front of a dedicated audience.



Title	Subject	Frequency	Publishing Date
Assessment & Development Matters	Developments on tests for certified users	Quarterly	Feb, Jun, Sep, Nov
Clinical Psychology Forum	Forum for any issues of relevance to clinical psychologists	Monthly	Monthly
Counselling Psychology Review	A peer reviewed publication	Bi-Annual	Jun, Dec
DCP Scotland Review	Scotland	Bi-Annual	Mar, Aug
DECP Debate	The voice of the DECP	Quarterly	Mar, Jun, Sep, Dec
Developmental Psychology Forum	Functions and behaviour	Bi-Annual	Apr, Oct
Educational & Child Psychology	Child and education	Quarterly	Mar, Jun, Sep, Dec
Educational Psychology in Scotland	Education practices in Scotland	Yearly	Oct
Forensic Update	Forensic psychology	Quadrimester	Mar, Jun, Sep
FPID Bulletin	Intellectual (learning) disability	Quadrimester	Apr, Aug, Dec
FPOP Bulletin	Older generation	Quarterly	Jan, Apr, Jul, Oct
Health Psychology Update	Forum and discussion platform	Bi-Annual	Mar, Aug
OP Matters	Newsletter sent out to all DOP members.	Quarterly	May, Jun, Oct, Nov
Sport & Exercise Psychology Review	Sport and Exercise Psychology	Bi-Annual	Feb, Aug
History & Philosophy of Psychology	History and Philosophy	Yearly	Sep
International Coaching Psychology Review	International discussions	Bi-Annual	Mar, Sep
Psych-Talk	Showcasing student-written material	Quarterly	Jan, May, Oct, Jan
Psychology of Education Review	Work from early emerging researchers in the field	Bi-Annual	Mar, Oct
Psychology of Sexualities Review	Peer-reviewed platform looking at the understanding of sexuality issues	Bi-Annual	Jun, Oct
Psychology Teaching Review	Teaching and learning	Bi-Annual	May, Oct
Psychology of Women and Equalities Section Review	Gender equality	Bi-Annual	May, Dec
Psychotherapy Section Review	Behaviour disorders	Quadrimester	Dec, May, Oct
PsyPAGS	For postgraduates	Quarterly	Mar, Jun, Sep, Dec
QMIP Bulletin	Human experience	Bi-Annual	May, Oct
The Child & Family Clinical Psychology Review	Child and family	Bi-Annual	Mar, Dec
The Coaching Psychologist	European publication	Bi-Annual	Jun, Dec
The Cognitive Psychology Bulletin	Mind and intelligence	Bi-Annual	Jan, Sep
The Neuropsychologist	Brain and nervous system	Bi-Annual	Apr, Oct
The Work-Life Balance Bulletin - A DOP Publication	Produced by the DOP	Bi-Annual	Jul, Nov
Social Psychology Review	Psychological in the community	Bi-Annual	Jun, Dec
Transpersonal Psychology Review	Transpersonal and humanistic psychology	Bi-Annual	May, Oct
Vernon-Wall Lecture	Studies by the winner of the Vernon	Yearly	Oct

Please ask for specific periodical details, along with deadlines and schedules.

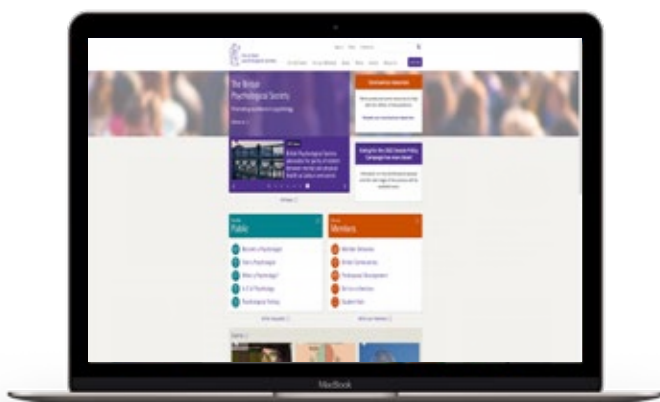


## OUR DIGITAL CHANNELS:

There are a variety of digital channels to reach the BPS member and wider psychology profession audience. These include:

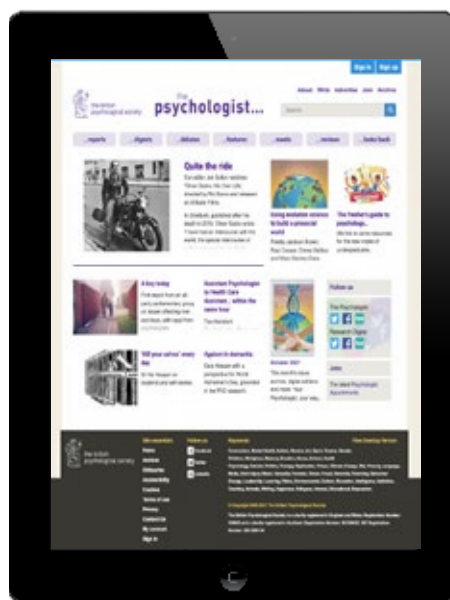
- the online *The Psychologist* website
- BPS's Research Digest website
- email, mobile and tablet app sponsorship

There is also the opportunity to align sponsorship with BPS webinars, or create bespoke podcasts or webinars in association with *The Psychologist* magazine.



## THE PSYCHOLOGIST ONLINE

*The Psychologist* magazine is available online at [thepsychologist.bps.org.uk](http://thepsychologist.bps.org.uk) with a growing audience of around **200,000** users per month, plus monthly '*From The Psychologist*' email.



### RATE - 1 MONTH RESIDENCY

Type	Size	Price
Online banner	200 x 200 px	£1000
Email	Text box	£850

## RESEARCH DIGEST

The BPS's award-winning blog. It provides original, authoritative reports on the latest psychology research papers.

Key Stats:

- More than **500,000** monthly views
- More than **180,000** unique users
- More than **60,000** subscribes to the weekly RD email



### RATE - 1 MONTH RESIDENCY

Type	Size	Price (p/m)
Online banner	255 x 190 px	£1,250
Email text box		£750

All Prices exclusive of VAT



**BPS EVENTS**

There are sponsorship and exhibition opportunities at the following BPS Events in 2022. In July 2023, the BPS are hosting the European Congress of Psychology in Brighton – with sponsorship and exhibition inventory to profile your brand in front of 4,000 psychology delegates.



EVENT	DATE	VENUE	AVERAGE DELEGATES
National forum	TBC	TBC	109
Scientific Inter-disciplinary, psychological phenomena	27 January 2022 24 February 2022 31 March 2022 28 April 2022 26 May 2022	Virtual	38
Division of counselling Psychology	1 March 2022 1 June 2022 1 September 2022 2 December 2022	Virtual	33
Division of Clinical Psychology	28-29 March 2022	BPS - London	69
Division of Health Psychology	28-29 June 2022	Bristol Marriott Hotel	251
Division of Neuropsychology	TBC	TBC	246
Division of Occupational Psychology	TBC	TBC	222
Division of Sport and Exercise	TBC	TBC	268
Promoting Political Psychology in the UK	TBC	TBC	49
Special Group in Coaching Psychology	20 January 2022	Virtual	501
Special Group for Independant Practitioners	TBC	TBC	37
Spiritual and Mystical traditions around the world	TBC	TBC	44
Policy events	TBC	TBC	655
BPS Annual Conference	31-1 April 2022	TBC	847
Trainee Educational Training Conference	TBC	Online	N/A
Division of Forensic Psychology	TBC	Solihul	N/A
Faculty for People with Inteelectual Disabilities	TBC	London	N/A



## SUPPLYING ARTWORK

The Psychologist operates a digital workflow system and so prefers to receive artwork as a Pass4Press PDF via email to [Jane.Easterman@redactive.co.uk](mailto:Jane.Easterman@redactive.co.uk), or via [https://filetransfer.redactive.co.uk/dropbox/jane\\_easterman](https://filetransfer.redactive.co.uk/dropbox/jane_easterman)

Colours should be saved as CMYK with fonts and hi-resolution images embedded.

We are able to accept some other formats with prior agreement with **Jane Easterman (+44 (0) 20 7880 6248)**.

Word or PowerPoint files are NOT acceptable as artwork.

### Digital data

File Types Accepted

**Digital display/images:** JPEG, PNG, GIF

**Sponsored email:** HTML (to be replicated), Word Doc

**Digital copy contact:** [bps-sales@redactive.co.uk](mailto:bps-sales@redactive.co.uk)



## DATES

ISSUE	DISPLAY DEADLINE	RECRUITMENT DEADLINE	MAILING DATE
March 2022	26 January 2022	31 January 2022	17 February 2022
April 2022	23 February 2022	28 February 2022	17 March 2022
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July/August 2022	15 June 2022	20 June 2022	7 July 2022
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February 2023	4 January 2023	9 January 2023	26 January 2023

## SPECIFICATIONS

### DOUBLE PAGE SPREAD (W X H)

Type - 392mm x 230.5mm

### FULL PAGE / ADVERTORIAL (W X H)

Type - 181mm x 230.5mm

### HALF PAGE (W X H)

V: 88mm x 230.5mm

H: 181mm x 110mm

### QUARTER PAGE (W X H)

88mm x 110mm

### OUTSIDE BACK COVER ONLY (W X H)

Trim - 210mm x 262mm + 3mm bleed all the way around

Type - 190mm x 242mm

