The British Association of Prosthetics and Orthotics

ADVERTISING 2027
BAPOCONNECT

The British Association of Prosthetics and Orthotics (BAPO) provide advertising services via 'BAPOConnect', a high-quality prosthetic and orthotic publication, which is published three times a year for distribution to around 1,000 BAPO members, affiliates and associates as well as external mailing lists in the UK, Europe and the rest of the world.

The magazine has nine full page advertising slots available. If necessary, advertising space may be increased to a maximum of eleven full page slots at the Editor's discretion. Also, one A4 loose-leaf insert is available within any single BAPOConnect publication. Please note that space tends to sell very quickly, and you are encouraged to book early to avoid disappointment.

Acceptance of orders will be confirmed by BAPO in writing and is on a 'first-come, first-served' basis. BAPO operate a Professional Courtesy Policy for existing advertisers, which allows them to retain their existing advertising slots. Reservations for three issues will take priority over reservations for one issue. The 3-issue discount will only be applied to block bookings for 3 issues or more.

DEADLINES FOR 2027

Issue	Article and artwork submission deadline	Publication dates
1	26 February 2027	1 April 2027
2	21 May 2027	25 June 2027
3	17 September 2027	29 October 2027

NB: Artwork submission deadlines are final.

ADVERT POSITION & RATES (rates are per issue, exclude VAT, are valid Jan-Dec & subject to annual increase)

	COLOUR						BLACK & WHITE					
	3 ISSUES			1 ISSUE			3 ISSUES			1 ISSUE		
	Full	Half	1/3	Full	Half	1/3	Full	Half	1/3	Full	Half	1/3
Inside page	£1,463	£713	£374	£1,569	£750	£394	£622	£302	£158	£731	£373	£197
Inside front cover	£1,682			£1,820								
Inside back cover	£1,682			£1,820								
Outside back cover	£1,820			£1,927								
Loose leaf literature insert	£1,713 one A4 page size											
Centre pull-out	£4,800 per Issue (2 A4 Ads)											

A VAT invoice will be issued following distribution of each publication, together with a free complimentary copy of BAPOConnect.

All full page and half page advertisement bookings for x3 issues will include x3 free of charge E-shot advertisements that can be sent out in 2027 to our members via email. Once we have received the booking form you will be contacted by the secretariat to discuss the dates of your E-Shots and what you would like to be sent to members. All E-Shots will be required to be sent within 2027.

☐ We are a BAPO Partner *(please tick if this applies to your organisation)*

To book an advertising slot CLICK HERE or visit www.bit.ly/Connect-advertising-2027

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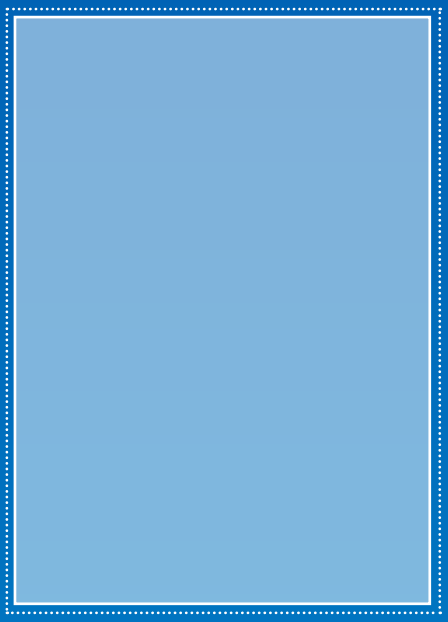
GENERAL INFORMATION

Please send any electronic artwork to bapoconnect@bapo.com and to Keith Smith at the email address below. If you require further clarification on artwork format specification and/or submission guidelines in respect of advertising please contact: **Keith Smith** **Tel: 07917 640172** **email:** keith@beleav.co.uk

FORMAT SPECIFICATION REQUIREMENTS

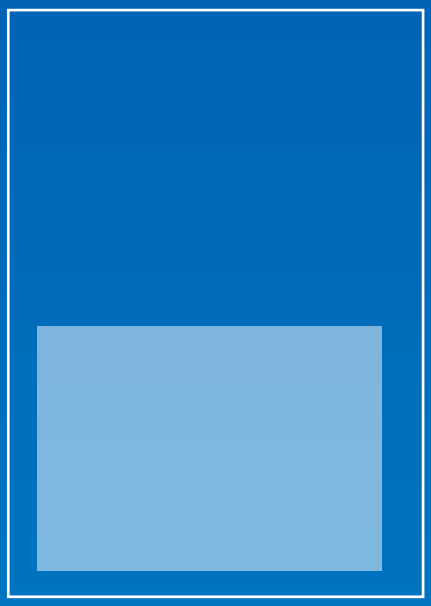
File Formats: (In order of preference)

Press quality PDF is preferred but we can accept high resolution JPEG or photoshop file (300dpi). InDesign and Illustrator formats are also supported but should be accompanied with all fonts and images and may incur extra charges. A good quality printed proof should be supplied.



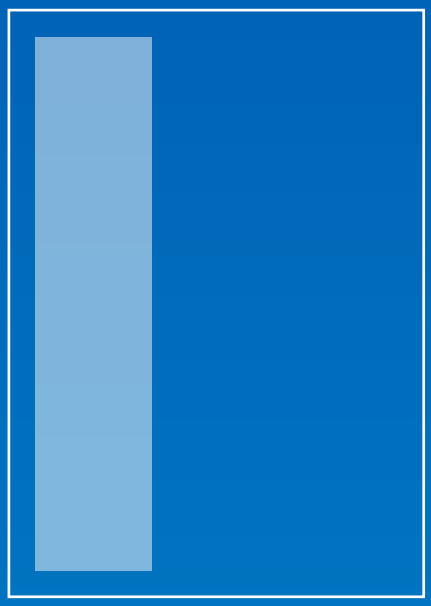
FULL PAGE ADVERT

Image area 210mm width x 297mm depth + 5mm bleed on all edges (final PDF image size should be 220mm x 307mm to allow for 5mm bleed).



HALF PAGE ADVERT

185mm width x 120mm depth.
No bleed.



THIRD PAGE ADVERT

57mm width x 248mm depth.
No bleed

LOOSE LEAF INSERTS

Maximum number of loose-leaf inserts is ONE, single, A4 sheet per publication. The weight of your insert should not exceed 60g otherwise excess postage will apply. It is the advertiser's responsibility to ensure BAPO receives and approves an email copy of your loose-leaf insert prior to distribution. Advertisers are requested to provide 1000 inserts directly to our distributors, GSI Events (address below) by the relevant artwork submission deadline date. Please address your package as follows:

Attention: BAPOConnect Loose Leaf Inserts, GSI Events, EICA, Ratho, EH28 8AA

We reserve the right to refuse/delay future bookings, admissions or other services should you have an outstanding and overdue balance due to us. Similarly, please be aware that where such a balance exists we may also, at our discretion, add a Statutory Interest charge to the balance at an annual rate of 4% plus the current Bank of England base rate at the due date of the payment.

BAPO Secretariat

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