Chicken & Egg magazine

BRITISH HEN WELFARE TRUST

Rate Card

Jane Howorth MBE, BHWT Founder & CEO

Chicken & Egg is the British Hen Welfare Trust's flagship magazine with a combined circulation of 100,000+ households (10k print copies/30k online views monthly/ 55k online subscribers).

The magazine aims to encourage consumers to think about welfare and food whilst promoting British free-range eggs.

Sent out twice a year, in spring and autumn, our readership profile includes those who enjoy keeping hens whilst appealing to a broader audience of anyone generally passionate about animals who wishes to understand more about where their food comes from. The magazine includes a mix of news stories, useful information, recipes, fundraising articles and special features alongside celebrity interviews.

REACH

81,000
monthly website users

61,000
Facebook followers

24,000
Instagram followers

55,000
email subscribers

ACCESSIBILITY

Chicken & Egg magazine is accessible online via its own website, independent of the BHWT, at chickenandegg.org.uk. This offers readers an easy-to-navigate digital version of the magazine including the option to listen to the text when viewing on mobile, providing accessibility for the visually impaired.

FEATURED IN

The list of high-profile celebrities and influencers who keep hens is never-ending and, as such, the magazine regularly features interviews with the likes of Jamie Oliver, Deborah Meaden, Ben Fogle and Mrs Hinch. We also work closely with a range of partners including Sophie Allport, Omlet and Higgidy who created a bespoke pie flavour to celebrate the charity's one millionth hen.

RATES

*Each issue includes a competition and so we are always looking for prizegivers. Please contact us to discuss opportunities.

Advert	One issue	Two issues
Full page	**£500**	**£445**
Inside cover	**£535**	**£475**
Advertorial (two pages)	**£560**	

Please note we reserve the right to refuse advertisements and/or placements, and to defer and/or merge publications of a specific issue.

CONTACT US

To advertise: megan.holland@bhwt.org.uk

To discuss editorial content: francesca.mapp@bhwt.org.uk