



BRITISH ACADEMY
OF AUDIOLOGY

Advertising Guide 2026

MAGAZINE • WEBSITE • E NEWSLETTER

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ABOUT US

The British Academy of Audiology (BAA) is the largest UK association for hearing and balance professionals, with members across public and private sectors.

BAA offers advertising across several channels. This pack outlines the options available for promoting products and services in our quarterly magazine, on our website, and in our fortnightly newsletter.

We can also create a bespoke package tailored to your requirements.

For more information, call **01625 290046** or email advertising@baaudiology.org

- More than 2,000 members
- More than 20,000 unique website views per month
- Facebook group 5,046
- Twitter followers 6,464
- LinkedIn followers 9,932
- Instagram followers 2,037

We also have Threads and Bluesky accounts with followers growing.

BAA MAGAZINE

The BAA magazine is a 36 page full colour publication produced and dispatched every three months.

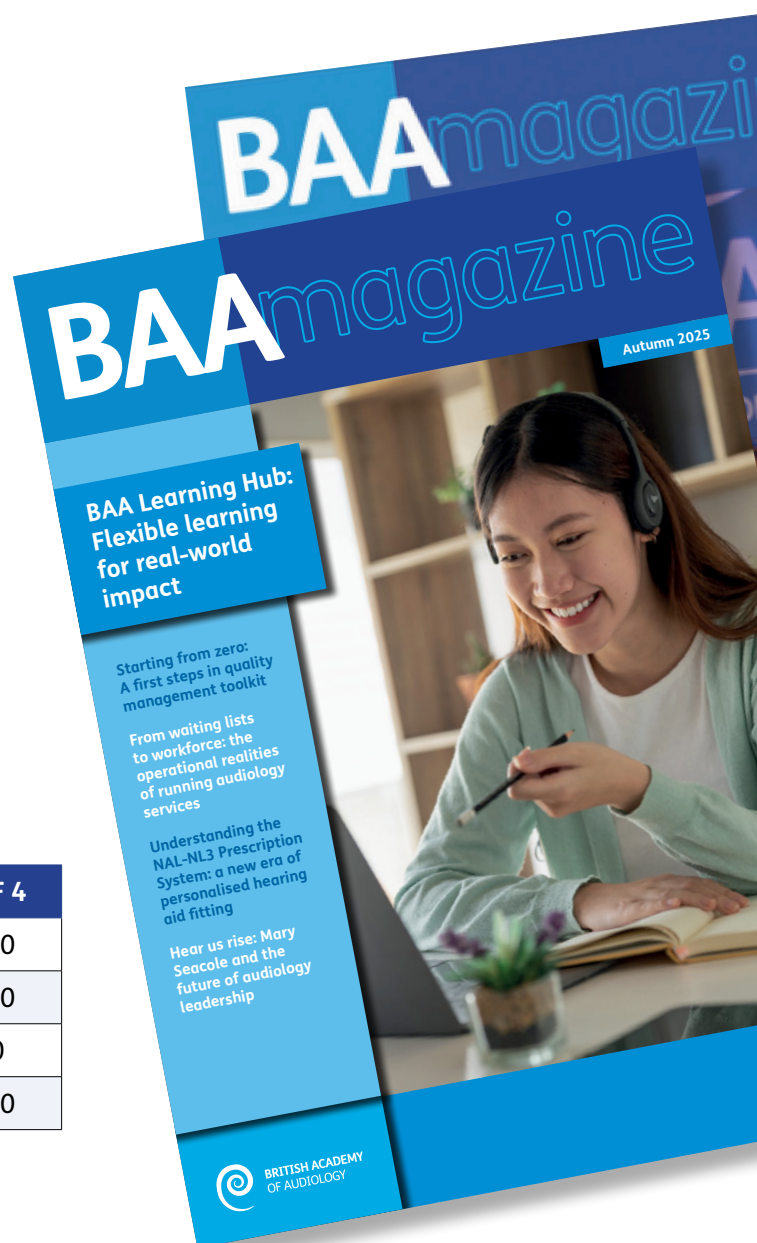
Your advert will reach all 2,000 members and a wider readership through shared copies among colleagues and departments. The BAA magazine is the only members magazine for audiologists which is still printed and shared.

A digital version is also uploaded to the BAA website.

ADVERTISING RATES

ADVERT	SINGLE ISSUE	BLOCK OF 4
Full colour A4	£700.00	£2,520.00
Full colour half page*	£400.00	£1,400.00
Full colour quarter page	£225.00	£810.00
Inner front or back page	£1,800.00	£6,480.00

*Landscape only



To book, complete the [BAA advertising booking form](#) and return it to advertising@baaudiology.org

SPECIFICATIONS

All advert files must be supplied as high resolution, CMYK PDFs.

ADVERT SIZE	DIMENSIONS
Inside pages	
Full page A4 portrait*	210 x 297mm + 3mm bleed (216 x 303mm) with crop marks
Half page A5 landscape*	210 x 148mm + 3mm bleed (216 x 154mm) with crop marks
Quarter page portrait	90 x 125mm
Cover pages	
Full page - inside front cover flap	195 x 297mm + 3mm bleed (201 x 303mm) with crop marks
Half page landscape - inside front cover flap	195 x 148mm + 3mm bleed (201 x 154mm) with crop marks
Back cover	210 x 297mm + 3mm bleed (201 x 303mm)
Inside back cover	As back cover Allow 8mm text clearance on the left-hand side for perfect binding

***PLEASE NOTE:** Allow 8mm text clearance left and right for perfect binding on full and half page adverts.

BAA MAGAZINE - TECHNOLOGY UPDATES



This section highlights industry developments. It is suitable for updates on new products or features. Adverts should be 200 to 300 words and may include images.

RATES	
1 update entry for single issue	£250
1 update entry per edition (block of 4 issues)	£800

LOOSE INSERTS AND FLYERS

We offer a print and insertion service for A5 flyers. Print-ready, high resolution PDF artwork must be supplied by the agreed mailing deadline. Prices for other sizes and customer-supplied inserts are available upon request.

RATES	
Printing of double-sided A5 flyer on 150gsm silk and inserted in single issue	£300

ARTWORK DEADLINES

Spring 2026

6 March for 11 April

Summer 2026

5 June for 12 July

Autumn 2026

4 September for 10 October

Winter 2027

4 December for 23 January 2027



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On behalf of its membership, BAA's mission is to provide a clear and strong voice for professionals in audiology and to promote excellence in clinical knowledge and practice.

The BAA supports its members in developing their professional skills, provides a benchmark for quality and professional standards, and promotes audiology as an autonomous profession.

Be part of the BAA Annual Conference 2025

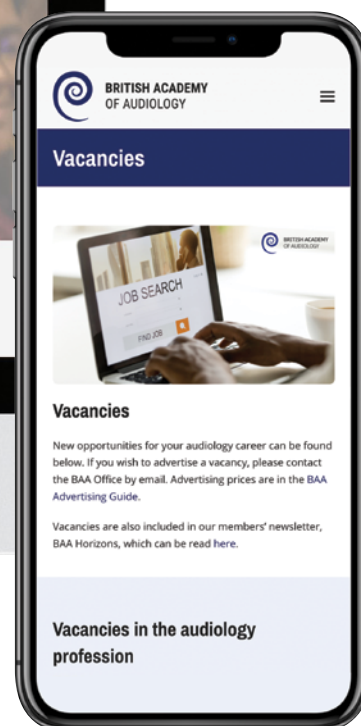
Connect, learn, and be inspired at the BAA Annual Conference — where audiologists from across the UK come together to share ideas, explore innovation, and shape the future of our profession.

[FIND OUT MORE](#)

Enhance your expertise with the Learning Hub

The Learning Hub offers flexible, on-demand resources to support your professional development. It's perfect for expanding your skills, keeping up with best practice, and progressing your career.

[EXPLORE THE HUB](#)



BAA WEBSITE

The BAA website receives more than 20,000 unique page views each month and is mobile responsive. Key pages include the home page, events, vacancies, news and conference information.

BAA has active social media channels that drive traffic to the website, though commercial advertising is not permitted on those platforms.

BANNER ADVERTISING

Promote your service, course or company on the BAA home page.

SPECIFICATIONS

- Dimensions: 1800 x 650 pixels
- Formats: jpeg png or gif
- File size: 100 - 200KB

Allow up to three working days for processing.
Banner space is not available to service providers.

JOB ADVERTS

Job adverts appear on the careers page and include one listing in the BAA Horizon newsletter. The newsletter is shared via email and promoted on social media.

SPECIFICATIONS

Listings should be emailed as a Word document. Please include a company logo as a jpeg or png file that is at least 200 x 200px.

EVENTS, COURSES & MEETINGS

Your event or course can be added to the BAA online events pages, which receive thousands of monthly visits. Links to event information and downloadable materials can be included. Price includes entry in one newsletter issue.

ADVERTISING RATES

Courses/Meetings/Events	£100 per entry*
Job Advert	£300 per entry*
Banner Advert	£465 per month

*Includes entry in one issue of Horizon newsletter

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EMAIL: BAA HORIZONS

BAA Horizon is a fortnightly newsletter emailed to all members and placed on the website for wider access. It features jobs, courses, events, news and technology updates.

It has an **open rate above 57%** and a **click through rate above 40%**. Updated figures and previous issues can be provided to advertisers.



ADVERTISING RATES

Product/commercial updates	£120
Courses/Meetings/Events*	
First week	£100
Per additional week	£90
Job listings**	£300

*Website listing includes one issue of Horizons. Additional issues can be purchased.

**This includes an advert on the BAA website recruitment page for one month.

SPECIFICATIONS

A link to your advert will be placed in the relevant section. Provide a brief introductory sentence and your full advert as a PDF or Word document. Allow up to three working days for processing.

THANK YOU FROM OUR TEAM



MICHELLE PINION
BAA PA

Michelle is your first point of contact at BAA and is happy to discuss any advertising requirements you may have.



VICTORIA ADSHEAD
Marketing and
Communications Manager

Victoria takes care of all the BAA communications channels, including the website, Horizons newsletter and magazine content.

THE BAA BOARD OF DIRECTORS



British Academy of Audiology
Tel: +44 (0)1625 290046
Email: admin@baaudiology.org
Web: baaudiology.org

BAA SF1705 (01/2026)



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OF AUDIOLOGY**