Rate Card 2026

BABCP
www.babcp.com

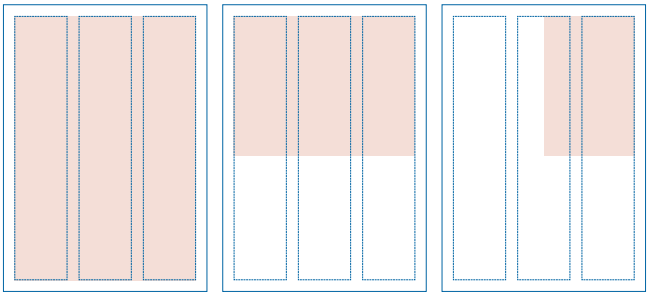
CBTtoday
Official magazine of the British Association for Behavioural & Cognitive Psychotherapies

Published four times a year, *CBT Today* is the official BABCP magazine which is delivered free to more than 24,000 members across the UK and Ireland. BABCP members include nurses, psychologists, psychiatrists, social workers, educators, researchers and members of the public.
Advertising in *CBT Today* is the smart way to reach the ever-growing CBT community in the UK and Ireland, as each issue is packed with topical news and articles in the behavioural and cognitive psychotherapies.

Advertising rates (all rates quoted are per issue)

Back page (180mm wide x 255mm deep) £1450
Inside full page right (180mm wide x 255mm deep) ..£1280
Inside full page left (180mm wide x 255mm deep) ...£1200
Half page (180mm wide x 125mm deep) £700
Quarter page (87mm wide x 125mm deep) £480

Adverts should be supplied in high resolution pdf format and sized accordingly. Artwork which is not supplied in this format and requires reformatting will be charged at the following rates:
Full page £135
Half page £70
Quarter page £45



Full page | Half page | Quarter page

Magazine inserts

We can include inserts to our magazine to promote your business. You supply these to our distributor, and we do the rest.

Email advertising@babcp.com for a quote.

All prices quoted are subject to VAT at the current rate unless you are exempt. Discounts may be available for repeat adverts, charities and not-for-profit organisations; please contact BABCP for details. No agency discounts are given.

The advertiser is responsible for all content. BABCP reserves the right to reject or cancel advertisements without notice. Adverts do not imply endorsement by BABCP. Adverts will only be accepted on completion and return of the Terms and Conditions.

All advertising copy (including signed Terms & Conditions) MUST be received by 9.00am on the day of the deadline.

BABCP reserves the right to alter distribution dates at any time without notice.

Distribution dates 2026	Advertising/ copy deadlines
23 February	12 January
18 May	7 April
28 September	17 August
30 November	12 October

To advertise in *CBT Today* or at www.babcp.com, please contact:
BABCP, Imperial House, Hornby Street, Bury BL9 5BN Tel:+44 (0)330 320 0851
All advertising copy to be sent to advertising@babcp.com

www.babcp.com

Alternative marketing opportunities

Advertisements can also be carried on our website.With up to 35,000 individual visitors to the BABCP website each month, this is the ideal place to feature your latest job vacancy.

We can also offer a bulk email service to all our members on behalf of third party advertisers.

Bulk email
BABCP can send bulk emails to the full membership or a selection specifically targeted for your requirements. Full quotes are available on request.

.....£0.40 per address

Website (www.babcp.com)
Jobs

.....£220 (per calendar month, or part thereof)

Conference marketing
We have a range of opportunities to advertise at both our Spring and Annual Conferences.
Please contact advertising@babcp.com to enquire.

All prices quoted are subject to VAT at the current rate unless you are exempt.

The advertiser is responsible for all content. BABCP reserves the right to reject or cancel advertisements without notice. Adverts do not imply endorsement by BABCP. Adverts will only be accepted on completion and return of the Terms and Conditions.

CONDITIONS OF ACCEPTANCE FOR ADVERTISEMENTS
Orders for advertisement insertions in (but not limited to) *CBT Today* Magazine, on the BABCP Website and/or in BABCP Conference Delegate Packs are accepted subject to the following conditions:

1. Acceptance
The placing of an order for insertion of an advertisement shall amount to an acceptance of the following conditions. Stipulations on an advertiser's or agency's order form or elsewhere shall be void insofar as they are in conflict with the conditions as stated below.

2. Legislation, Illegal Matter and Unacceptable Claims
All advertisements must comply with the British Code of Advertising Practice, being legal, decent and honest, complying with all codes of the Advertising Standards Authority and complying with all requirements of current legislation. No advertisement will be accepted where it is claimed directly or inferentially that the product or service being advertised therein is endorsed or approved, or wording to that effect, by BABCP. Nor will an advertisement for a short course or other training event be accepted wherein it is claimed that attending the event will count towards BABCP Accreditation. It is the responsibility of the advertiser to ensure this is the case.

3. Position and Omission
The publisher does not guarantee any particular advertisement's insertion on a specific position, or at all, although every effort will be made to comply with the wishes of advertisers.

4. Cancellation by Advertiser
The publisher reserves the right to require 14 days' notice of any cancellations of any order or any unexpired part of any order.

5. Cancellation and Amendment by Publisher
The publisher reserves the right to cancel any order at any time by giving reasonable notice before the next insertion. In this event the advertiser/agent shall not be liable for any increased rate between the rates specified and agreed by the publisher in the order. The publisher also reserves the right to make any alterations to individual advertisements, and to require copy to be amended to meet its approval.

6. Errors
Although every advertisement is carefully checked, occasionally errors occur.We therefore ask advertisers to assist us by checking their advertisement carefully as soon as published, and to advise us immediately should an error occur. In the case of repeating/standing advertisements we regret that we cannot accept responsibility for more than one incorrect insertion. In the event of any error, misprint or omission (not being a matter covered by clause 5 above) the publisher will either re-insert the advertisement or the relevant part of the advertisement, as the case may be, or make a reasonable refund or adjustment to cost. Although the decision as to which of these options will be appropriate will be done in consultation with the advertisers, the Managing Editor will be responsible for the final decision.This will not apply where the error or misprint is the fault of the advertiser or agent, or where the error does not materially detract from the advertisement. No liability shall be accepted by the publisher or BABCP in respect of any loss or damage occasioned by the total or partial failure of publication or distribution of any Magazine,Website Advertising or Delegate Pack Insertion in which any advertisement is scheduled to appear.

7.Agencies
No agency discounts are given for advertisements placed with BABCP. The placing of any order by an advertiser or agent contributes an assurance that all necessary authority has been obtained in the placing of the advertisement by the person placing the advertisement in respect of the organisation or person represented in that advertisement. The advertiser or agent as the case may be further assures the publisher that any pictorial representations and text supplied are correct and any necessary permissions regarding the use of testimonials, photographs and copyright material and logos have been obtained by the advertiser, or agent, prior to the booking of the advertisement.

8. Payment
Invoices for advertisements will be raised within seven days of publication and payment is due within 30 days of invoice. Queries will not be accepted unless notified within 14 days of the invoice date.

9.Warranties and Indemnities
The advertiser/agency agrees to indemnify the publisher and BABCP in respect of all costs, damages or other charges falling upon the Magazine,Website or Delegate Pack Insertion as a result of legal actions or threatened legal actions arising from the publication of the advertisement, or any one or more of a series of advertisements, published in accordance with the copy instructions supplied to BABCP in pursuance of the advertiser/agency's order. In any case where a claim is made against the Magazine, Website or Delegate Pack Insertion, and the advertiser/advertising agency may ultimately be liable under the terms hereof, notice in writing shall be given to the advertiser/agency, and consultation shall take place before any material expenses are incurred or the claim is settled, or the case is defended or otherwise disposed.

10. Liabilities
The publisher shall not be liable for damage to, or loss of artwork, shrinkage, or loss or damage (howsoever caused) alleged to have arisen through non publication of any advertisement, or any total or partial failure (howsoever caused) of publication or distribution of any Magazine,Website Advertisement or Delegate Pack Insertion, or loss or damage alleged to have risen through delays in forwarding the replies to box numbers however caused.

11. Copyright
The copyright for all purposes of all artwork and other materials which the publisher or its employees have contributed to or reworked shall vest in the publisher.

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