



23,000

Circulated monthly
membership
magazine

1913

The year the
Society was
first founded

£5,000

Average cost
of equipment

**ABC1 Aged
Over 50**

Affluent member
profile



Advertising Media Pack 2026



ABOUT THE RSGB

Founded in 1913 and incorporated in 1926, the Radio Society of Great Britain (RSGB) is the national membership organisation for amateur radio enthusiasts.

Amateur radio involves communicating over radio frequencies for non-commercial purposes, including worldwide contacts, technical experimentation, emergency communications, and even satellite communications.

Radio amateurs also enjoy a range of practical activities, including making their own equipment, developing software and operating everywhere from their home station to mountain tops.

The RSGB is dedicated to:

- Advancing the science and practice of radio communication
- Increasing awareness and understanding of amateur radio
- Making the service accessible to everyone

As a not-for-profit organisation, the Society:

- Represents members and non-members, including around 500 affiliated clubs, groups and societies
- Provides representation to Ofcom, the UK's communications regulator
- Works as part of the International Amateur Radio Union (IARU) to safeguard the valuable section of spectrum granted to radio amateurs

RSGB membership is open to anyone with an interest in amateur radio, whether they're licensed or not. As well as receiving a wide range of benefits, RSGB members are helping the Society protect the spectrum for today's and tomorrow's radio amateurs. The RSGB has members in over 50 countries.

The elected RSGB Board plays an important role in leading the strategic direction of the Society. There is also a team of elected regional representatives, in addition to around 400 other volunteers. The day-to-day management of the Society is led by the General Manager and his small team of employees based at the head office in Bedford.



“Amateur radio brings together technology, creativity, and communication, and the Radio Society of Great Britain continues to support and develop this tradition throughout the UK.”

Julian Jack
Operations Manager
Radio Society of Great Britain



RADCOM MAGAZINE



CIRCULATION AND INSIGHTS

- RadCom is the only dedicated amateur radio magazine with a verified circulation of 23,000 readers.
- It has the highest guaranteed UK circulation among serious amateur radio enthusiasts.
- Each monthly issue contains more than 90 pages of high-quality and informative editorial content.
- The readership is predominantly affluent adults aged over 50, mainly within the ABC1 demographic group.
- Members are key decision-makers within their professional environments.
- Around 75% of radio amateurs are involved in building and experimenting with electronic equipment.

RadCom is the official monthly magazine of the RSGB and has been a central part of British amateur radio culture for more than a century.

The magazine was first published in 1913, shortly after the founding of the RSGB. Over the years it developed from a small wireless enthusiasts' journal into a professionally produced technical magazine read by licensed radio amateurs, experimenters, and electronics hobbyists across the UK and internationally.

RadCom focuses on both the practical and scientific sides of amateur radio. Articles are written by experienced operators, engineers, contesters, and experimenters. Each issue usually contains:

- Technical construction projects
- Product and equipment reviews
- RSGB news and policy updates
- Reports from radio clubs around the UK
- Special event station information
- Propagation forecasts
- Letters from readers
- Training and licensing information

One of RadCom's strengths is its educational value. Many amateur radio operators use the magazine to improve their technical knowledge and practical operating skills. Construction articles often include circuit diagrams, component lists, and detailed explanations that encourage experimentation and hands-on learning.

The magazine also reflects changes in radio technology over time. Earlier issues focused heavily on valve (vacuum tube) equipment and Morse telegraphy, while modern editions discuss digital communications, internet-linked radio systems, weak-signal modes like FT8, and satellite operation.



PUBLICATION DATES, ADVERTISING RATES AND DEADLINES

RadCom Magazine

Issue	Booking Deadline	Copy Deadline
August	1 July	3 July
September	22 July	24 July
October	26 August	28 August
November	30 September	2 October
December	28 October	30 October



Display Advertising Rates

Advert Size	1 Insertion	6 Insertions 10% Discount	12 Insertions 20% Discount
Double page spread	£2,650	£2,385	£2,120
Back cover	£1,950	£1,755	£1,560
Inside covers	£1,750	£1,575	£1,400
Full page	£1,550	£1,395	£1,240
Half page	£850	£765	£680
Quarter page	£500	£450	£400
Eighth Page	£300	£270	£240
Business Card	£150	£135	£120

Loose Inserts	Rate Available on Request
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RSGB YEARBOOK 2027



With ever more UK and Northern Ireland callsigns on issue the RSGB Yearbook has grown to include 105,000 callsigns. That doesn't count all that are on issue as you will also find details of Special Contest Calls, Permanent Special Event Callsigns and even Repeaters and Beacons.

Using the latest available Ofcom licence data, the RSGB Yearbook 2027 remains the best source of UK callsign information. Why rely on incomplete and often out of date information when you can have current information?

As usual this book is much more than a list of callsigns being the most comprehensive guide to amateur radio in the UK and worldwide available. There are 125 pages of the latest information about the RSGB, its committees and services. You will find also find local information about regional representation, affiliated clubs, contest groups and repeater groups. You will find information on operating abroad, 2027 Contest Calendars, RSGB Trophies, RSGB Awards right through to HF propagation forecasts for 2027. As always there are also the very latest Band Plans, comprehensive information about repeaters, beacons and much more. Simply put there is a massive amount of the latest material from across the amateur radio world.

Advert Size	Rate
Double page spread	£1,400
Cover position	£950
Full page	£800
Half page	£500
Quarter page	£300

Edition	Publication	Copy Deadline
2027	September	17 July



PRODUCTION SPECIFICATIONS

RadCom and Yearbook Specifications

All measurements are width x height (mm).

Digital file requirements

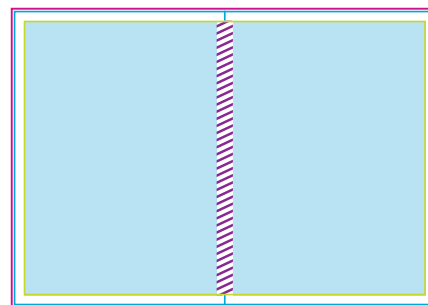
- All files should be in Adobe Portable Format (PDF) at a resolution of 300dpi.
- Set transparency flattener to 2400 and 600.
- Images should be 300dpi and a minimum of 600dpi (maximum 1200dpi) for lineart.
- CMYK colour only.
- Need help with your artwork? We offer a design service if required – please ask the team.

Approval of creative

The publisher reserves the right to refuse any advertisements without explanation and copy may be edited for length and clarity.

Creative and copy for all advertisements and inserts should be provided for approval by the RSGB.

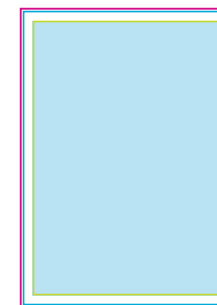
The RSGB can accept no liability for material produced without prior approval.



Double page spread

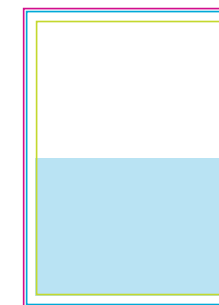
Bleed	426 x 303
Trim	420 x 297
Type	400 x 277

≡ 24mm gutter margin for centrefold exclusion area



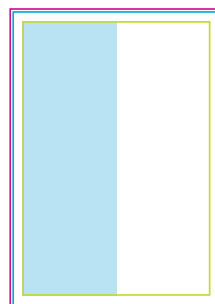
Full page

Bleed	216 x 303
Trim	210 x 297
Type	188 x 277



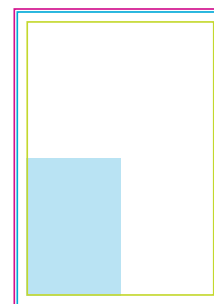
Half page horizontal

No bleed	
Trim	188 x 136
Type	174 x 122



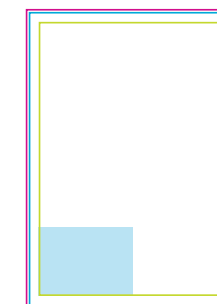
Half page vertical

No bleed	
Trim	92 x 277
Type	78 x 263



Quarter page standard

No bleed	
Trim	92 x 136
Type	78 x 122



Eighth page

No bleed	
Trim	93 x 67
Live	n/a