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Tender

BBC Proms Media Selling

BBC (British Broadcasting Corporation)

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-044005

Procurement identifier (OCID): ocds-h6vhtk-05686d

Published 29 July 2025, 4:40pm

Scope

Reference

PROC 2025 35 KW BBC Proms Media Selling

Description

The requirement is summarised below:-

The Supplier shall sell advertising space for the print projects detailed below, with expected page availabilities in parentheses:

- BBC Proms Guide (maximum 48pp + 2 covers)
- BBC Proms Programmes (advertising shell common to all programmes 48pp + 2 covers; per concert adverts up to 5pp per concert)
- BBC Symphony Orchestra Programme (4pp + 2pp covers)

Programmes are distributed at concert venues including the Royal Albert Hall and other venues across the UK; the Proms Guide is sold through major retailers including Amazon,

Blackwells, Bloomsbury, Royal Albert Hall, Waterstones, WH Smith and other independent bookstores. The Proms Guide is also sold in eBook and Epdf formats.

The anticipated print run for the 2026 Proms Guide is no more than 33,000 copies. Print runs for the Proms programmes vary for each concert;

The Supplier must also be able to adapt to the changing business model in the area of digital publications, selling in advertising space across digital formats and platforms as agreed with the BBC. The Supplier should be prepared for these ambitions to increase year on year and have the necessary resources in place to respond.

Total value (estimated)

- £360,000 excluding VAT
- £432,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 October 2025 to 30 September 2028
- Possible extension to 30 September 2029
- 4 years

Description of possible extension:

There is an initial term of 3 years with a further possible extension of 12 months

Main procurement category

Services

CPV classifications

- 79341000 - Advertising services

Contract locations

- UK - United Kingdom

Participation

Legal and financial capacity conditions of participation

Full details can be found in the published tender documentation

Technical ability conditions of participation

Full details can be found in the published tender documentation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Enquiry deadline

18 August 2025, 5:00pm

Submission type

Tenders

Tender submission deadline

26 August 2025, 2:00pm

Submission address and any special instructions

<http://www.bbc.co.uk/supplying/>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

17 September 2025

Award criteria

Name	Type	Weighting
Whole Life Cost	Cost	55%
Merit	Quality	45%

Other information

Description of risks to contract performance

A preliminary market engagement notice was not published as information was discussed with the incumbent.

Applicable trade agreements

- Government Procurement Agreement (GPA)
- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

- Initial submission of tenders
- BAFO stage
- Contract Award

Contracting authority

BBC (British Broadcasting Corporation)

- Public Procurement Organisation Number: PJRB-3233-GTQL

Broadcasting House, Portland Place

London

W1A 1AA

United Kingdom

Contact name: Kevin Waters

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Website: <http://www.bbc.co.uk/supplying/>

Region: UKI32 - Westminster

Organisation type: Public authority - sub-central government