



MEDIA INFORMATION

Increase visibility and awareness of your business

INTRODUCTION

The Great West Way is one of England's new flagship tourism projects.

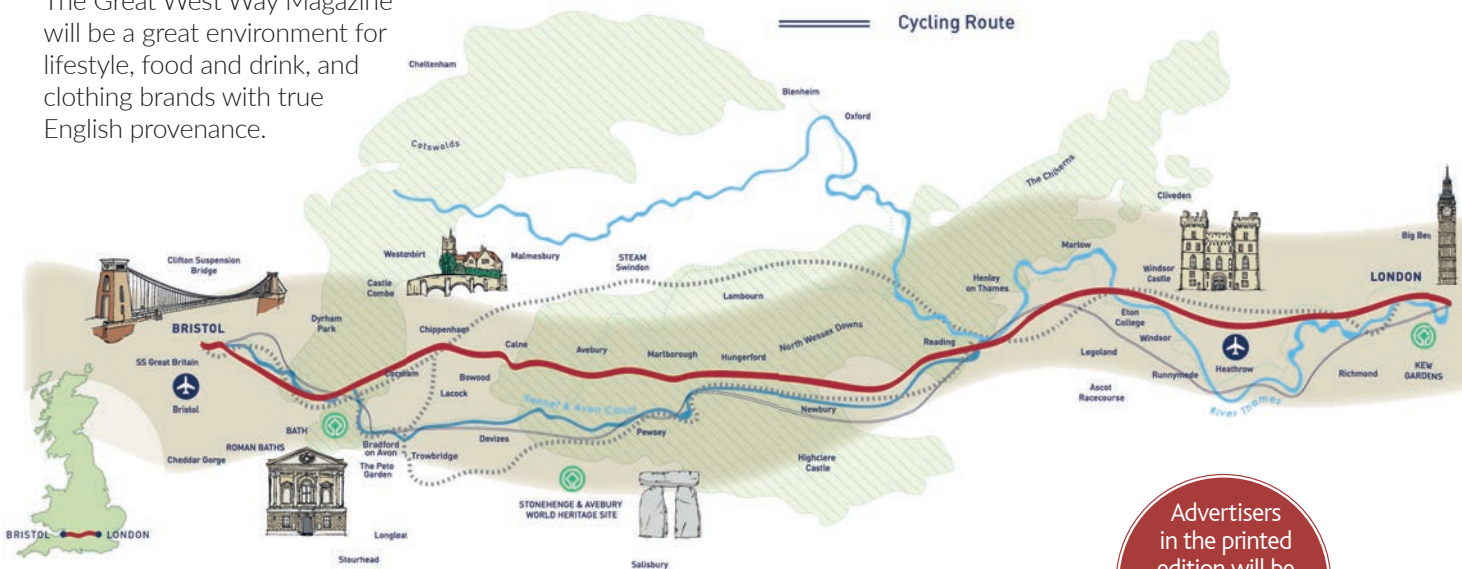
A key target audience for the Great West Way are international visitors to Britain, Anglophiles with a love of all things English and curious travellers who want to experience the real England and become England Insiders. They don't just want to travel the country, they want to take a bit of England home with them.

The Great West Way Magazine will be a great environment for lifestyle, food and drink, and clothing brands with true English provenance.

The Great West Way 125-mile long touring route is multi-modal, creating a route by road or by rail, by boat, by cycle or on foot to rival any of the great touring routes in the world.

The route winds its way through lush green landscapes filled with the world-famous and the yet-to-be-discovered, offering an extraordinary variety of English experiences.

- A4 Great West Road
- Great Western Railway
- River Thames
- Kennet & Avon Canal
- Walking Trails
- Cycling Route
- World Heritage Sites
- Airports
- Areas of Outstanding Natural Beauty
- The Great West Way Corridor



READERSHIP STATISTICS

100,000+

Number of copies printed - plus digital distribution

ANNUAL

Adverts will be seen again and again, throughout the year

200,000+

Expected followers on social media platforms and #s

AUDIENCE

Reaching readers from the UK, USA, Germany and Netherlands

Advertisers in the printed edition will be included in the digital versions too!





ADVERTISING OPTIONS

Find the best option for your business with our choice of advertisement sizes and editorial opportunities

FULL PAGE ADVERT

PLACED DIRECTLY OPPOSITE EDITORIAL
IN THE MAIN BODY OF THE MAGAZINE
210mm wide x 265mm high

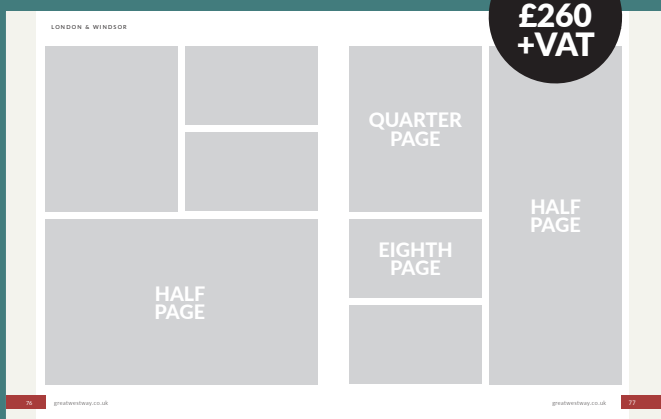
**£1,500
+VAT**

LOST IN TIMELESSNESS

Where the world famous rubs shoulders with the yet-to-be-discovered

DISCOVER Bristol's hidden gems. From the city's ancient streets to the hidden gems of the Cotswolds, there's a wealth of history and culture waiting to be discovered. From the historic streets of the city to the hidden gems of the Cotswolds, there's a wealth of history and culture waiting to be discovered.

FULL PAGE



**From
£260
+VAT**

HALF PAGE LANDSCAPE
191mm wide x 120mm high
£900+VAT

HALF PAGE PORTRAIT
93mm wide x 245mm high
£900+VAT

QUARTER PAGE ADVERT
93mm wide x 120mm high
£495+VAT

EIGHTH PAGE ADVERT
93mm wide x 57.5mm high
£260+VAT

ADVERTORIAL
Full and double page options are available. Prices on request.

FIND YOUR WAY

Where the world famous rubs shoulders with the yet-to-be-discovered

DISCOVER Bristol's hidden gems. From the city's ancient streets to the hidden gems of the Cotswolds, there's a wealth of history and culture waiting to be discovered.

PUBLISHING DATES

10 DECEMBER
Deadline for early-booking discount

22 FEBRUARY
Deadline for all advert/advertorial bookings

6 MARCH
Deadline for submitting artwork, images and text

31 MARCH
The Great West Way Magazine will be published



- DISCOUNTS***
- Early Booking Discount 20% discount
 - Ambassadors are eligible for a 35% discount
 - Media Agencies are eligible for a 15% discount

***Only one discount is valid per booking**