

# MEDIA INFORMATION

The Great West Way Travel Magazine 2020 | Issue 02

## INTRODUCTION

The Great West Way is a new touring route between London to Bristol, one of England's flagship tourism projects

The Great West Way Travel Magazine is published annually welcoming visitors to explore this flexible path in their own personal discovery of the best of England.

Reaching international visitors to Britain, 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 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 distributed - plus digital versions

**ANNUAL**

Adverts will be seen again and again, throughout the year

**20,000+**

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 PRICES

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

## COVER POSITIONS

INSIDE FRONT/INSIDE BACK

**£2,200+VAT**

**AMBASSADOR RATE: £1430+VAT**

OUTSIDE BACK COVER

**£2,500+VAT**

**AMBASSADOR RATE: £1625+VAT**

## FULL PAGE ADVERT

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

**£1,500+VAT**

**AMBASSADOR RATE: £975+VAT**

## HALF PAGE LANDSCAPE OR PORTRAIT

PLACED DIRECTLY OPPOSITE EDITORIAL IN THE MAIN BODY OF THE MAGAZINE  
191mm wide x 120mm high/ 93mm wide x 245mm high

**£900+VAT**

**AMBASSADOR RATE: £585+VAT**

## QUARTER PAGE ADVERT

PLACED AT THE BACK OF THE MAGAZINE  
93mm wide x 120mm high

**£495+VAT**

**AMBASSADOR RATE: £322+VAT**

## EIGHTH PAGE ADVERT

PLACED AT THE BACK OF THE MAGAZINE  
93mm wide x 57.5mm high

**£300+VAT**

**AMBASSADOR RATE: £195+VAT**

## ADVERTORIAL

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

## PUBLISHING SCHEDULE

**25 JULY**

Deadline for early-booking discount

**31 JANUARY**

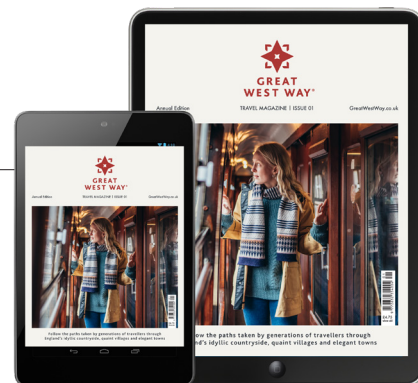
Deadline for all advert/advertorial bookings

**6 FEBRUARY**

Deadline for submitting artwork, images and text

**28 FEBRUARY**

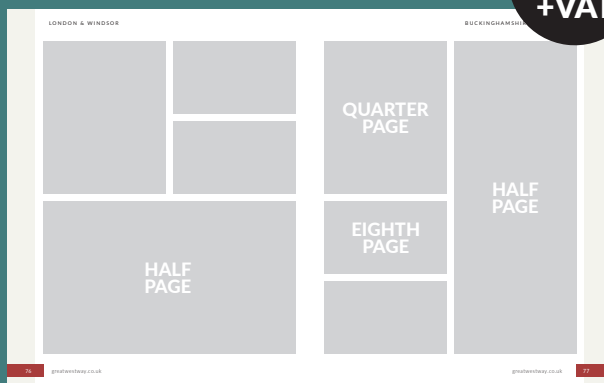
The Great West Way Magazine will be published



## OPPOSITE RELEVANT EDITORIAL CONTENT



## BACK OF THE MAGAZINE



**From £195 +VAT**

## 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**