

# WATERWAYS NETWORK

FIND US ONLINE [waterwaysnetwork.co.uk](http://waterwaysnetwork.co.uk)

## WHAT IS WATERWAYS NETWORK?

**Waterways Network** is the platform for anyone with a business interest in the inland waterways industry; keeping them informed about relevant news, the latest products and services, and advice on how to run their businesses more successfully. **Waterways Network** is brought to you by *Waterways World* – the first magazine for Britain's canals and rivers, launched in 1972 and still the best-selling inland waterways magazine.

## THE MAGAZINE

The bimonthly magazine is mailed free to any business – large or small – operating in the inland waterways sector, including those supplying to other businesses in the sector.

The magazine is also available to read online at [www.waterwaysnetwork.co.uk](http://www.waterwaysnetwork.co.uk) so there is no need to wait for the latest issue. All content from the magazine is available on the website in html format and is constantly updated with news and product news. Access to the online reader and all content is free but requires you to complete our registration form so that we can verify that you are a qualifying waterways-related business. As a registered user, you will receive a free copy of each issue by post, plus alerts when it's available to view online.

## PUBLICATION AND COPY DATES

Issue	Copy Deadline	Publication Dates
February 2021	29th December 2020	29th January 2021
April 2021	26th February 2021	27th March 2021
June 2021	28th April 2021	28th May 2021
August 2021	30th June 2021	30th July 2021
October 2021	27th August 2021	30th September 2021
December 2021	26th October 2021	26th November 2021
February 2022	23rd December 2021	28th January 2022

## DISPLAY ADVERTISING RATES

Display Insertions	1	3	6
Full Page	£758	£674	£633
Half Page	£436	£374	£342
Quarter Page	£239	£208	£184
Eighth Page	£155	£134	£117



## AD SIZES (MM)

Trim Size	297x210
Whole Page Type Area	267x190
Whole Page (Full bleed)	303x216
Half Page Horizontal	130x190
Half Page Vertical	267x91
Quarter Page Vertical	130x91
Quarter Page Horizontal	60x190
Eighth Page	60x91
Classified Single Column	57
Double Column	118

## WATERWAYS NETWORK DIGITAL OPPORTUNITIES

Let us promote your business online at [www.waterwaysnetwork.co.uk](http://www.waterwaysnetwork.co.uk), our audience's go-to for the latest issue of the magazine, relevant industry news, the latest products and services, and useful business advice.

Our digital opportunities are in place to promote your services and drive connections between you and other businesses. All of our digital opportunities can be linked back to your own website.

**Digital Banner** positioned prominently at the top of the website and can be seen on each web page. Fixed position for a single advertiser.

**MPU (Mid Page Unit)** are 4 advertising slots located on the right-hand side of the web page; each slot rotates its position randomly interchanging levels. MPUs are shown on each page to gain maximum exposure.



### DIGITAL BANNER (1650X180)

**3-MONTH SERIES: £300 PER MONTH**

**6-MONTH SERIES: £250 PER MONTH**

**12-MONTH SERIES: £200 PER MONTH**

### MPU (300X250)

**3-MONTH  
SERIES:  
£150 PER  
MONTH**

**6-MONTH  
SERIES:  
£125 PER  
MONTH**

**12-MONTH  
SERIES:  
£100 PER  
MONTH**

### FURTHER INFORMATION

#### Group Advertising Manager

**Ian Sharpe**

☎ 01283 742977

✉ [ian.sharpe@wwonline.co.uk](mailto:ian.sharpe@wwonline.co.uk)

#### Account Manager

**Laura Smith**

☎ 01283 742 956

✉ [l.smith@wwonline.co.uk](mailto:l.smith@wwonline.co.uk)

#### Account Manager

**Jake Tyers**

☎ 01283 742971

✉ [j.tyers@wwonline.co.uk](mailto:j.tyers@wwonline.co.uk)

#### Advertising Production

**Samantha Furniss**

☎ 01283 742974

✉ [s.furniss@wwonline.co.uk](mailto:s.furniss@wwonline.co.uk)

WATERWAYS NETWORK 151 Station Street, Burton-on-Trent, Staffs DE14 1BG

**waterwaysnetwork.co.uk**