

WATERWAYS NETWORK

FIND US ONLINE 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 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 2024 | 10th January 2024 | 28th January 2024 |
| April 2024 | 4th March 2024 | 25th March 2024 |
| June 2024 | 24th May 2024 | 14th June 2024 |
| August 2024 | 11th July 2024 | 2nd August 2024 |
| October 2024 | 5th September 2024 | 27th September 2024 |
| December 2024 | 7th November 2024 | 29th November 2024 |
| February 2025 | 10th January 2025 | 31st January 2025 |

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, 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

Commercial Director

Rachael Grignon

☎ 01283 742964

✉ r.grignon@wwonline.co.uk

Account Manager

Laura Smith

☎ 01283 742956

✉ l.smith@wwonline.co.uk

Advertising Production

Samantha Furniss

☎ 01283 742974

✉ s.furniss@wwonline.co.uk