

OUTDOOR Swimmer

RATECARD – APRIL 2022

All prices exclusive of VAT

Printed & Digital Monthly Magazine Readership 13,000. Rate per issue	On-season price	Off-season price
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Half page	£550	£412.50
Full page	£950	£712.50
Back cover or double page spread	£1,750	£1,312.50
Inside front cover double page spread	£2,000	£1,500

Section sponsor including page references of the sponsor each month: <ul style="list-style-type: none"> • Photo competition, Performance Zone, Travel Zone, Gear Section, News Section • “Star Letter” prize 	£450 per month for a minimum of 6 months (includes 1 free full-page advert)	
	£500 per month for a minimum of 3 months (includes 1 free full-page advert)	

Loose inserts of single sheets	£500
Loose inserts of products/catalogues or brochures	POA

Advertorial in magazine One-off rate plus 50%	Plus £450 to include social media campaign across all channels & newsletter
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Competition package across all media with opt in email address: <ul style="list-style-type: none"> • Full page in the magazine, social media & newsletters 	£950
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Venues registered magazine and website listing and 40% discount on all other advertising	£45 per month or £450 includes magazine and website listing £19.50 per month of £195 per annum with reciprocal marketing arrangement
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Website 75,000 visits per month. Rate per month	On-season price	Off-season price
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Top banner on front page on rotation with a maximum of 3 ads (728 x 90px)	£450	£400
Large rectangle ad on front page and all other pages on rotation with a maximum of 3 ads (336 x 280px)	£300	£250
Advertorial/sponsored story on website including newsletter	£950 plus £450 to include social media	£950 plus £450 to include social media

Premium event listing (fully-featured including extended copy and images)	£30 per month or £300 for the season (up to 12 months)
Featured event banner (large banner announcement on homepage and event listings page)	£300 per month

Newsletter 33,000 visits per week. Rate per week	On-season price	Off-season price
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Top banner (900 x 300px) plus announcement in primary slot with additional image (900 x 600px)	£450	£400
Secondary banner (900 x 300px)	£150	£125

Sponsored themed newsletter with all articles on a relevant theme, written in conjunction with the sponsor (including website article for one month)	£1,000 (plus £250 for website article for one month)
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Social media Combined following 60,000

Available in support of bespoke campaigns across our other media	£400
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Competition (online-only) with email address opt-ins, promoted on social media, website and newsletters	£600
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Design Support In-house design support

Half page	£50
Full page	£100
Other design services and support	POA