

OUTDOOR Swimmer

RATECARD 2023

All prices exclusive of VAT

Printed & Digital Monthly Magazine Readership 13,000. Rate per issue	On-season price	Off-season price
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:	£450 per month for a minimum of 6 months (includes 1 free full-page advert)	
<ul style="list-style-type: none"> • Photo competition, Performance Zone, Travel Zone, Gear Section, News Section • "Star Letter" prize 	£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	
Competition package across all media with opt in email address:		£950
<ul style="list-style-type: none"> • Full page in the magazine, social media & newsletters 		
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	

Website 75,000 visits per month. Rate per month	On-season price	Off-season price
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 35,500 visits per week. Rate per week	On-season price	Off-season price
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)	

Social media Combined following 64,000		
Available in support of bespoke campaigns across our other media		£400
Competition (online-only) with email address opt-ins, promoted on social media, website and newsletters		£600

Design Support In-house design support		
Half page		£50
Full page		£100
Other design services and support		POA