

# 2018 Visitor Guide Rate Card

This All Wales Boat & Leisure 2018 annual visitor guide is all about the best of boating, watersports, outdoor activities and leisure in North Wales and beyond. It is therefore the perfect opportunity for you to promote your business and products directly to the highly desirable watersport, outdoor and leisure park fraternity.

The guide, with a print run of 30,000 copies, will be distributed FREE throughout North Wales and the North West from 1st April (to marine based holiday accommodation, Yacht, Sailing and Boat Clubs, Outdoor Activity Centres and key marine locations).

*NB: Strictly marine and leisure associated businesses only - The All Wales Boat & Leisure Magazine team reserves the right to refuse advertisers not associated with either marine, watersport or leisure.*

### Distribution Print Run: 30,000

Distribution by Regions: (Approx. Nos.):

- Along the A55: 10,000
- Leisure Parks in Conwy, Gwynedd & Anglesey: 5,000
- LDS distribution: 7,500
- North Wales Tourism: 7,500
- Partners recommended locations: 5,000

### Distribution is achieved by a combination of:

Specialist companies who certify that copies have reached the agreed target. And the Sbarc team who hand deliver to ensure they reach key locations and are displayed in a prominent position. These locations are advertised as key locations for copy collection.

### Target pick up locations across the regions:

- Sailing and boat clubs
- Marinas, Chandlery, Watersport Parks, Outdoor Activity and Training Centres
- Leisure Parks and accommodation providers across Gwynedd, Anglesey and Conwy

### Digital access

The publication will also be available digitally via websites and social media with All Wales Boat Show exhibitors, partners and sponsors.

### Advert Rates

Back Cover	£750.00
Inside Front	£585.00
Inside Back	£520.00
Full Page	£475.00
Half Page DPS (horizontal)	£320.00
Half Page (portrait)	£320.00
Half Page (horizontal)	£320.00
Quarter Page (portrait)	£220.00
Quarter Page (horizontal)	£220.00
1/8 Page	£160.00

NB: A 10% discount is offered to any advertiser able to promote the publication in a prominent location

### Artwork Specification:

Artwork to be supplied with all fonts embedded and high resolution scans to printer's specification. Single page PDF files with all colours converted to CMYK.

If you require the artwork to be set by Sbarc Ltd there will be an additional charge of £45 + VAT per hour.

DEADLINE FOR ARTWORK: 28th February 2018

**Contact Sbarc Ltd** on 01248 810 594 or email: 2018guide@sbarc.net to either book your advertising space or to get involved.

