



The Waterways Great Britain Directory 2017/18

I write further to our conversation today with further details regarding the publication of the 1st annual edition of The Waterways Great Britain Directory. The Directory will be gloss art A5, 100 gsm, in full colour throughout, with its usual, high quality format.

Distribution:

Phase 1 - The directory will be made available FREE to the general public at many of the large shows and exhibitions around the country getting the directory into the hands of enthusiasts, clubs, traders and dealers. We will be attending the Southampton and London boat shows, and distributing to show visitors, giving the directory a readership of approximately 120,000.

Phase 2 - Boxes of FREE directories will be made available to boat marinas, chandleries, boat dealers and brokers for free circulation to the general public

Phase 3 - 1,700 independent newsagents nationwide at a cost of £3.75

Layout:

The directory will then be split into categories, which will make each company easy to find according to your speciality :

- canal boat holidays
- canal boats
- canal planner
- canalia
- narrowboat - hire
- narrowboat - engineers
- narrowboat - painting / signwriting
- narrowboat / canal boats
- narrowboat builders
- narrowboat sales / brokerage
- narrowboats - refurbishment
- seats
- traditional canal / narrowboat arts
- narrowboats - holidays
- waterways - holidays

We will publish in June 2017, and you will not be invoiced for your advertising until then when you will be sent a complimentary directory with your bill. With your entry you will receive a free listing on the website directory which will go live at the same time – there are many other benefits of advertising on the web site – please see below for further details.

I will be in touch but please do not hesitate to call with any further queries,

Yours Sincerely,

Media Chameleon – Sales / Marketing – 01582 488385



www.waterways-great-britain.co.uk

Your free listing will be entered onto the site once the directory is published, but with a range of options to maximise your online presence, the website offers media solutions for everyone:

Our web site has been designed to be search engine friendly and therefore are quickly picked up and indexed by all the major search engines. Search Engine Optimisation technology ensures that with important key words the website is on the first pages of the major search engines. The site is also advertised prominently within the magazine, maximising traffic nationwide. Currently receiving an average of 586,000 hits a month, the Boats and Watersports website will provide you with a cost effective method to reach a whole new set of customers! Set out as packages, we can offer:

- **Listings** – company contact details which can be searched by either product/service or alphabetically by company name.
- **Web Packages** – A variety of packages to increase your web exposure – see below.
- **Prime Position Banner Advertising** – placed in the most relevant position for you on the directory, either on the front page or under your category listing, this display advertisement can also include a hyperlink.
- **Web Site Design** – if you do not yet have your own company website, talk to our sales team about our web design service. It doesn't have to be a headache, and is a fast and accurate process...you supply the information and images...and we do the rest!

Other titles that we produce: Camping, Caravan and Motorhome Directory, Classic, Veteran & Vintage Car Directory, Motorcycle & Motorsports Directory, Antiques, Collectables & Memorabilia, Sports & Leisure

Media Chameleon Limited, Suite 6Bi Britannia House, Leagrave Road, Luton, Beds. LU3 1RJ
Tel: 01582 488385 Fax: 01582 459776 Email: ads@mediachameleon.co.uk
Company Registration Number 1637485 since 1982

Waterways Great Britain Directory

EMAIL BACK TO Media Chameleon Limited ON 01582 459 776

FROM (your name)		
Your company		
Your address		
Your Tel		
Your Fax		
Your web address (URL)		http://www.
Your email		
Your classified category		
Type	Directory Price (mono)	Directory Price (colour)
CLASSIFIED AND WEB SITE ADVERTISEMENTS (A5 Directories)		
BOLD entry	£45.00	-
Boxed BOLD entry	£55.00	-
Boxed BOLD 15 word profile	£60.00	-
Boxed BOLD 15 word Profile with Logo		£75.00
Classified (24mmx65mm width)		£85.00
Eighth Page (49mmx65mm width)		£155.00
Quarter Page (97mmx65mm width)		£300.00
Half Page (97mmx133mm width)		£475.00
Full Page (197mmx133mm width)		£900.00
Double page spread		POA
Inside front cover / Back cover / Inside back cover		POA
Web Directory Section (Front of the A5 directory)	Classified web banner (24mmx65mm width)	£80.00
WEB ADVERTISING		
GOLD PACKAGE — Up to 25 classified headings, National coverage across all counties, 150 word company profile, Company logo image, display advertisement image, hyperlink, guaranteed first page position on the web site, Full access key (to edit / add or change your details adverts at any time during the year).		£350.00
SILVER PACKAGE - Up to 5 classified headings, coverage across 3 towns, 60 word company profile, Company logo image, display advertisement image, hyperlink, Full access key (to edit / add or change your details adverts at any time during the year).		£250.00
ENTRY LEVEL PLUS PACKAGE - 1 classified heading, coverage across 1 town, hyperlink, 30 word company profile, Display advert		£105.00
WEB CLASSIFIED BANNER – Advert at the top of 1 classified heading. - 6 Months		£350.00
WEB TOWN BANNER – Advert at the top of 1 town heading. 6 Months		£350.00
WEB ALL PAGES BANNER – Advert displayed at the side of the website on all pages - 6 Months		£600.00
WEB HOME PAGE ADVERT BANNER Advert displayed on the home page of the website - 6 Months (Advert sizes from (120 wide x 90 pixels)		£600.00