

# TOWPATH

TALK

[www.towpathtalk.co.uk](http://www.towpathtalk.co.uk)

[www.towpathtrader.co.uk](http://www.towpathtrader.co.uk)



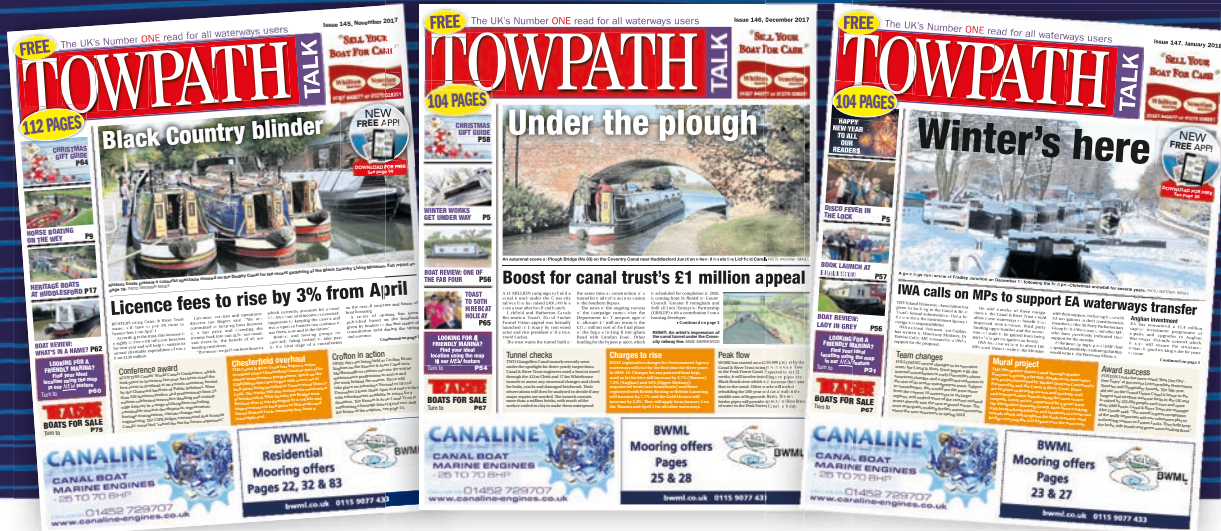
## The UK's Number One

Consumer Boating Publication

**MORTONS**  
MEDIA GROUP LTD

**FACT**





# Towpath Talk in numbers

- Crick issue, print run **40,039** – includes **4000** extra copies distributed at the show
- Average free circulated copies **37,000** monthly
- **800+** Stockists monthly
- Paying subscribers **1600+** monthly
- **87.72%** Pick up rate
- Average **350** boats for sale monthly
- Average price our reader paid for their boat **£38,000**



- Read by **76%** boat owners  
Read by **24%** non boat owners
- Exclusive readers free ads - attracts serious buyers
- From print to shelf in 1½ weeks - ensuring the most up to date news








# TOWPATH TALK ONLINE

**Reach more potential customers each month  
with our range of Digital Solutions**

Take a look at our online opportunities

**www.towpathtalk.co.uk**  
The UK's Number One Read

**www.towpathtrader.com**  
The smart place to buy and sell your boat

	<b>towpathtrader.com</b> <b>towpathtalk.co.uk</b> <b>Website</b>	Sessions: <b>73.8k</b> Users: <b>52.4k</b> Page views: <b>308.2k</b>
	<b>@TowpathTalk</b> <b>Twitter</b>	Tweets: <b>2.3k</b> Profile visits: <b>1.9k</b> Impressions: <b>2.7k (monthly)</b>
	<b>TowpathTalk</b> <b>Facebook</b>	Likes: <b>3k</b> Reach: <b>7.1k (monthly)</b> Direct engagement: <b>4.1k (monthly)</b>
	<b>YouTube</b>	Views: <b>1.8k</b>
	<b>Digital</b> <b>Magazine</b>	Monthly users: <b>1.2k</b>

**NEW EXCITING APP  
FOR IOS & ANDROID**

**FANTASTIC  
ADVERTISING  
OPPORTUNITIES**



**Please contact one of the team for more information**

# ADVERTISING DEADLINES

ISSUE	BOOKING/COPY DEADLINE	RELEASE DATE
<b>2018</b>		
APRIL	Wed, Mar 7	Thurs, Mar 22
MAY	Wed, Apr 11	Thurs, Apr 26
JUNE	Wed, May 9	Thurs, May 24
JULY	Wed, Jun 13	Thurs, Jun 28
AUGUST	Wed, July 11	Thurs, July 26
SEPTEMBER	Wed, Aug 8	Thurs, Aug 23
OCTOBER	Wed, Sep 12	Thurs, Sep 27
NOVEMBER	Wed, Oct 10	Thurs, Oct 25
DECEMBER	Wed, Nov 7	Thurs, Nov 22
<b>2019</b>		
JANUARY	Wed, Dec 5	Thurs, Dec 20
FEBRUARY	Wed, Jan 9	Thurs, Jan 24
MARCH	Wed, Feb 13	Thurs, Feb 28
APRIL	Wed, Mar 13	Thurs, Mar 28



## SPECIFICATIONS

Files can be submitted by email, FTP, CD or DVD.

- We require high resolution PDF files, saved as version 1.3, as per pass4press specs (see [www.pass4press.com](http://www.pass4press.com) for more information). All fonts need to be embedded, all images and logos must be CMYK and saved at 150 ppi (pixels per inch).
- Should you be unable to supply version 1.3 PDF files, you agree to allow us to convert your artwork to a flattened raster TIFF file.
- We cannot accept artwork supplied as Microsoft Word\*, Publisher, Excel, PowerPoint or Corel Draw files. Artwork from these applications should either be exported as a PDF or the components supplied separately as text and images. \*Word documents are acceptable to supply text.

## ADVERTISING BOOKINGS

For more details contact the team on

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Lincolnshire LN9 6JR

## Advertisement sizes - ring regarding correct size specification

330mm x 265mm	330mm x 130mm	160mm x 265mm	QUARTER HORIZONTAL 80mm x 265mm	80mm x 130mm
FULL PAGE	HALF VERTICAL	HALF HORIZONTAL	QUARTER VERTICAL 160mm x 130mm	EIGHTH

### Acceptance and Cancellation terms

ADVERTISEMENT CANCELLATION OR SIZE AMENDMENT MUST BE CONFIRMED 4 WEEKS PRIOR TO THE RELEVANT BOOKING/COPY DEADLINE. ALL ADVERTS BOOKED ON SERIES ARE SUBJECT TO RATE DISCOUNT. SHOULD THE TERM OF YOUR AGREEMENT NOT BE FULFILLED, WE WILL BE UNABLE TO OFFER DISCOUNT AGAIN IN THE FUTURE. The publisher reserves the right to refuse, amend, withdraw, or otherwise deal with an advertisement at their absolute discretion and without explanation. All advertisements are accepted on the condition that the advertiser warrants that the advertisements do not in any way contravene any Act of Parliament, statutory instrument or EU Regulation and are not in any other way illegal or tortious. Although every care is taken to avoid mistakes, the publisher will not be responsible for any loss occasioned by the failure of an advertisement to appear for any cause whatever, nor do they accept liability for Printer's errors. No responsibility will be accepted for loss of, or damage to artwork.