

TOWPATH

TALK

The UK's fastest growing inland waterways publication



Media Information 2011

MORTONS
MEDIA GROUP LTD

www.towpathtalk.co.uk

About us

Towpath Talk was launched in late 2003 by Jim Jarman and Andy Jackson who had a vision of producing a free informative publication that was easily available to all. We were also involved from the start as it was printed by our sister company Mortons Print Ltd.

With 30 years experience in publishing and distribution of free publications, we saw the potential in Towpath Talk. After 18 months we had entered discussions and shortly after bought the right to publish Towpath Talk.

Since that date, this title hasn't looked back and we have

seen the popularity grow and grow. Since we have looked after the whole production we have taken on more than 400 stockists, increased pagination and now distribute more copies than ever.

We now average 64 pages, which holds even more editorial than before, a large trade section showing off all the latest products, new and used boat sales and is a well-known reference for all things boating. With 27,000 copies now distributed every month we are Britain's biggest and most popular inland waterways publication – and all for FREE.

DID YOU KNOW?

Towpath Talk has gained 72 new stockists in 2010



How many copies Towpath Talk sent out in 2010

JAN	FEB	MAR	APR
21,927	21,972	22,532	22,492
MAY	JUN	JUL	AUG
23,382	24,287	24,752	26,057
SEP	OCT	NOV	DEC
26,687	27,007	26,882	27,067



Our competitors average monthly sales in the last three years

Year	WW	CB
2010	13,686	11,872
2009	14,311	11,976
2008	15,246	12,639

Online advertising available: www.towpathtalk.co.uk

- all the latest news updated daily
- read digital version of Towpath Talk
- high rankings on google
- advert spaces from £40 per month

Don't just take our word for it...

About our advertising:

"After measuring the feedback we get from our advertising, we have found we get the best response from your readers"

Lauren McCabe
River Canal Rescue

"I have picked up a lot of business from my advert in your "Towpath Talk" so I will be carrying on with this for some time. I have advertised with the other magazines in the past and had no feedback."

Carol Bailey
Miracle Leisure products

"You've been very helpful about advertising in general and how best to advertise with Towpath. The adverts you have compiled for us have had the best response"

Sarah Clacher
Windlass publishing

"Thanks for your update today, just wanted to let you know that I am really pleased with the advertising in Towpath Talk. The enquires I get for boat safety from your paper is far more than I get from my website or other advertising I place, so long may this continue."

Clive Penny
Boat Safety Examiner and Electrician

About our distribution:

"As far as customers are concerned, 250 copies of Towpath are taken from our office every month, without fail. people who use the waterways read Towpath Talk"

Paul Lille
Pillings Lock Marina

"We agreed to display your paper for our moorers and I am delighted to say that the response has been very good having just a few copies left at day of writing. People ask when the next issue will be out so I would say it has been a huge success and we're all looking forward to the next issue"

Steve Gray
Shepperton Marina

"It is easy to pick up at many venues along the canal, and a well known reference for the boating community"

Sarah-May Matthews
Baddie the Pirate

"Well what can I say, I put the TT newspapers in one of the barns at the moorings, and placed the POS signs at the entrance to the moorings, this was a day after you sent them to me and there is ONE copy left, it seems as though our moorers absolutely love the TT newspaper"

Nik Lambert
Golden Nook Moorings



Meet the team

Janet Richardson
EDITOR



jrichardson@mortons.co.uk
tel: 01507 529466

Richard Sinclair
DISPLAY ADS



rsinclair@mortons.co.uk
tel: 01507 529459

Ed Trafford
CLASSIFIEDS



etrafford@mortons.co.uk
tel: 01507 529582

Advertising Deadlines for 2011/2012

Issue	Booking Deadline	Copy Deadline	Release Date
July	Thu 09 Jun	Fri 10 Jun	Thu 23 Jun
August	Wed 13 Jul	Fri 15 Jul	Thu 28 Jul
September	Wed 10 Aug	Fri 12 Aug	Thu 25 Aug
October	Wed 14 Sep	Fri 16 Sep	Thu 29 Sep
November	Wed 12 Oct	Fri 14 Oct	Thu 27 Oct
December	Wed 9 Nov	Fri 11 Nov	Thu 24 Nov
January	Wed 30 Nov	Fri 02 Dec	Thu 15 Dec
February	Wed 11 Jan	Fri 13 Jan	Thu 26 Jan
March	Wed 8 Feb	Fri 10 Feb	Thu 23 Feb
April	Wed 7 Mar	Fri 9 Mar	Thu 22 Mar
May	Wed 11 Apr	Fri 13 Apr	Thu 26 Apr
June	Wed 9 May	Fri 11 May	Thu 24 May

Advertising rates per insertion...

	1 mth	3 mths	6 mths	12 mths
SIZE	£'s	£'s	£'s	£'s
EIGHTH	106.00	91.00	82.00	76.00
QUARTER	186.00	159.00	143.00	132.00
HALF	345.00	295.00	265.00	247.00
FULL	621.00	531.00	478.00	445.00

CLASSIFIED ADS

Per column cm 5.00 4.25 3.78 3.48

Lineage £1 per word, minimum charge £15.

VAT at the current rate should be added to all above prices.

Please note that all prices quoted include full colour and are on a cost per month basis.

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 for more information). All fonts need to be embedded, all images and logos must be CMYK and saved at 300 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 flat-tened 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.

Advertisement sizes - ring regarding correct size specification

330mm x 265mm FULL PAGE	HALF VERTICAL 330mm x 130mm	160mm x 265mm HALF HORIZONTAL	QUARTER 160mm x 130mm	EIGHTH 80mm x 130mm
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Acceptance and Cancellation terms

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. Special positions will be met subject to space availability but cannot be guaranteed; where special position charges have been contracted but the position not available, the special charge will not be levied. Payment is due within 30 days of invoice date; any amount outstanding thereafter is subject to interest equating to a monthly rate of 3%. Any cancellations must be submitted in writing to the publisher six weeks prior to publication date; any cancellations after the booking deadline will be charged for in full.

TOWPATH TALK

Advertising bookings

Display: Richard Sinclair rsinclair@mortons.co.uk
Classified: Ed Trafford etrafford@mortons.co.uk

Tel: 01507 524004 • Fax: 01507 529499

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