

## MEDIA PACK



### Advertising rates per insertion...

SIZE	1 mth £'s	3 mths £'s	6 mths £'s	12 mths £'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](http://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 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.

For technical information contact:

Darren Hendley - Telephone 01507 529292  
Email [dhendley@mortons.co.uk](mailto:dhendley@mortons.co.uk)

Mortons Media Group Media Centre, Morton Way,  
Horncastle, Lincolnshire LN9 6JR

### Advertisement sizes...

<b>FULL PAGE</b> 381mm high x 268mm wide	<b>HALF VERTICAL</b> 381mm high x 132mm wide	185mm high x 268mm wide  <b>HALF HORIZONTAL</b>	185mm high x 132mm wide  <b>QUARTER</b>	90mm high x 132mm wide  <b>EIGHTH</b>
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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.

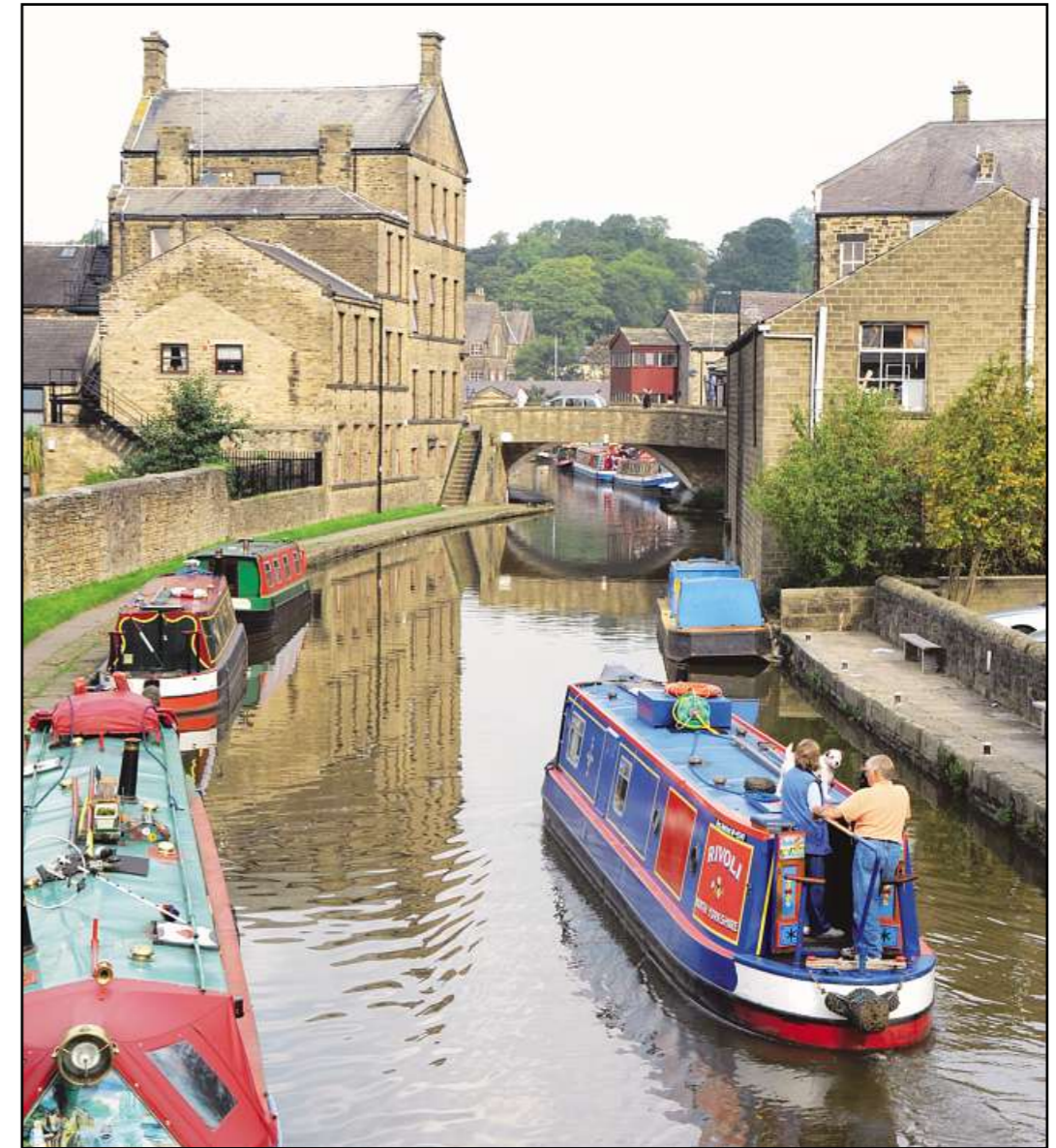
### Advertising bookings...

Display Richard Sinclair [rsinclair@mortons.co.uk](mailto:rsinclair@mortons.co.uk)  
Classified Linda Asplin [lasplin@mortons.co.uk](mailto:lasplin@mortons.co.uk)

Tel: 01507 524004 • Fax: 01507 529499

Mortons Media Group, Media Centre,  
Morton Way, Horncastle, Lincolnshire LN9 6JR

# TOWPATH TALK



## MEDIA INFORMATION 2010/11

**MORTONS**  
MEDIA GROUP LTD

**TOWPATH TALK**

**TOWPATH TALK** is a **FREE** feature-packed monthly newspaper covering life and leisure around UK's extensive canal network.



Only waterways publication that you can be read online.



From fascinating insights into life on a canal, to great places to explore whilst on a holiday, **TOWPATH TALK** is a great way to find out what's going on in British waterways.

**Advertising bookings...**

Display Richard Sinclair rsinclair@mortons.co.uk  
 Classified Linda Asplin lasplin@mortons.co.uk  
 Tel: 01507 524004 • Fax: 01507 529499  
 Mortons Media Group, Media Centre,  
 Morton Way, Horncastle, Lincolnshire LN9 6JR

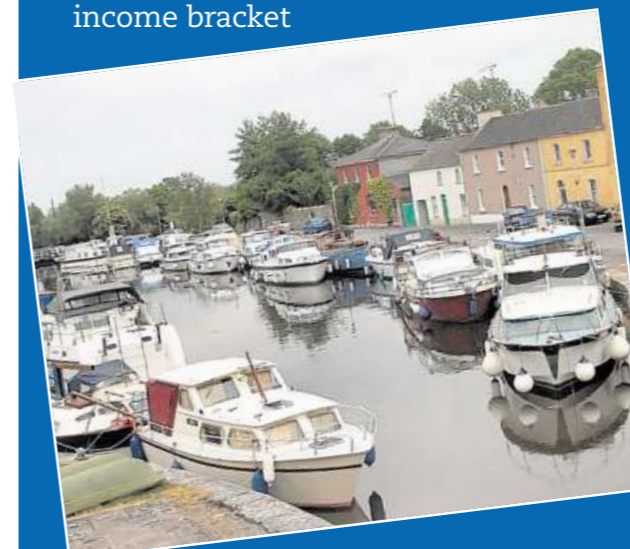
Canal-based holidays are growing in popularity, with hundreds of miles to explore, and every canal has unique features along its banks - from fine old English pubs to quaint villages and historic points.



**Circulation demographics...**

**readership:**

- ABC1 profile
- 64% aged 41+
- Majority male readership
- 76% of those surveyed have their copy read by an additional two people
- Fall into high disposable income bracket



**Newspaper format**

- **Format:** Tabloid coldset Newspaper
- **Average pages:** 56
- **Frequency:** Third Thursday of each month
- **Cover price:** FREE
- **Magazine website:** www.towpathtalk.co.uk

**Print Figure Average: 25,450**

**Advertising deadlines...**

ISSUE	BOOKING DEADLINE	COPY DEADLINE	RELEASE DATE
JULY	Tues 29 Jun	Fri 2 Jul	Thurs 15 Jul
AUGUST	Tues 3 Aug	Fri 6 Aug	Thurs 19 Aug
SEPTEMBER	Tues 31 Aug	Fri 3 Sep	Thurs 16 Sep
OCTOBER	Tues 5 Oct	Fri 8 Oct	Thurs 21 Oct
NOVEMBER	Tues 2 Nov	Fri 5 Nov	Thurs 18 Nov
DECEMBER	Tues 30 Nov	Fri 3 Dec	Thurs 16 Dec
<b>2011</b>			
JANUARY	Tues 4 Jan	Fri 7 Jan	Thurs 20 Jan
FEBRUARY	Tues 1 Feb	Fri 4 Feb	Thurs 17 Feb
MARCH	Tues 1 Mar	Fri 4 Mar	Thurs 17 Mar
APRIL	Tues 5 Apr	Fri 8 Apr	Thurs 21 Apr
MAY	Tues 3 May	Fri 6 May	Thurs 19 May
JUNE	Tues 31 May	Fri 3 Jun	Thurs 16 Jun
JULY	Tues 5 Jul	Fri 8 Jul	Thurs 21 Jul
AUGUST	Tues 2 Aug	Fri 5 Aug	Thurs 18 Aug
SEPTEMBER	Tues 30 Aug	Fri 2 Sep	Thurs 15 Sep
OCTOBER	Tues 4 Oct	Fri 7 Oct	Thurs 20 Oct
NOVEMBER	Tues 1 Nov	Fri 4 Nov	Thurs 17 Nov
DECEMBER	Tues 1 Nov	Fri 4 Dec	Thurs 17 Nov