



# Canal Boat

MEDIA PACK 2017







# Canal Boat

ONE OF THE BEST-SELLING AND MOST RESPECTED BOATING MAGAZINES IN THE UK

"Canal Boat have helped us gain new business and visitors to Mercia Marina – Fact!"

MERCIA MARINA

Established over 20 years ago, *Canal Boat* magazine is the go-to guide for the boating enthusiast to help them learn, explore and enjoy all the aspects of their canal boating lifestyle.

Printed on glossy paper with high quality images and distributed across the UK, this magazine is sure to hang around on coffee tables and in cabins for months to come.

CANALBOAT.CO.UK

Our website shares engaging editorial, interesting information and helpful hints for those digitally savvy canal boat fans.

With Ask the Experts sections, News and Events, Techniques and Training, and so much more, Canalboat.co.uk is the handy, online website dedicated to canal boating.





# CANAL BOAT MAGAZINE IN PRINT AND ONLINE

THE PERFECT WAY TO SHARE YOUR MESSAGE WITH YOUR  
CANAL BOATING TARGET AUDIENCE

## CONTENT INCLUDES...

- ✓ Boat tests
- ✓ Hints and tips
- ✓ Liveaboard
- ✓ Cruise guides

- ✓ Canal history
- ✓ News
- ✓ Reader letters
- ✓ Me & my boats
- ✓ Canal wildlife

- ✓ Second hand boat listings
- ✓ Celebrity interviews
- ✓ Ask the experts
- And so much more...

*“The amount we spend  
on advertising with you  
is money well spent”*

**THE NEW & USED BOAT COMPANY**



# OUR AUDIENCE

Let us help you share your message with more people in more places, more often in our multi-platform magazine.

*Canal Boat* is written by boaters, for boaters; the readers are serious enthusiasts with a real need for your products and services.



## 45-65

Our typical reader is aged 45-65 with above average disposable income



## 65%

of readers go boating between two and eight weeks per year



## 61%

of readers own their boat and are therefore looking for new products and services



## 45%

of readers buy canal Boat to look at the adverts





**21,000**

readers per month



**16,101**

unique viewers every month



**32,656**

page views every month



**6.1**

minutes is the average  
time on site



**9,500**

e-newsletter subscribers



**£3.99**

typical retail price



**3,974**

Facebook likes



**4,029**

Twitter followers



**DOUBLE PAGE  
SPREAD**

426mm x 297mm (Trim)  
432mm x 303mm (Bleed)

**FULL  
PAGE**

210mm x 297mm (Trim)  
216mm x 303mm (Bleed)

**1/2  
PORTRAIT**

93mm x 270mm

**1/2  
LANDSCAPE**

190mm x 133mm

**1/4  
PORTRAIT**

93mm x 133mm

**1/4  
LANDSCAPE**

190mm x 65mm

# INVESTMENT OPPORTUNITIES

## IN PRINT

	1 issue	3 issues	6 issues	12 issue
<b>DPS</b>	£1,390	£1,315	£1,235	£1,160
<b>Full Page</b>	£775	£725	£675	£625
<b>Half Page</b>	£430	£400	£370	£340
<b>Quarter Page</b>	£245	£230	£210	£190
<b>Classified Per col cm</b>	£20	£19	£18	£16



## ONLINE



728 x 90 pixels  
A display advertisement at the top of the newsletter  
ensuring you are seen first

### Leaderboard

£25  
per 1,000 impressions  
(minimum order 5,000)



300 x 500 pixels  
Appearing alongside our content with a display advertisement

### MPU

£25  
per 1,000 impressions  
(minimum order 5,000)



### Newsletter Product Placement

£110

Prices exclude VAT. Other digital advertising is available; please contact us to find out more.

**FOR MORE INFORMATION OR TO BOOK  
YOUR PLACE, PLEASE CONTACT:**

01934 422559  
ads@canalboat.co.uk



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