



bswsw.org.uk

Magazine Guidelines 2024



GET IN TOUCH

Call : 01932 560007 info@bwsf.co.uk editor@bwsf.co.uk

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Photo by: Mantis Pro Media

About British Water Ski & Wakeboard



British Water Ski & Wakeboard is the National Governing Body for water skiing and its related disciplines in Great Britain and is recognised as such by UK sport and Sport England.

British Water Ski & Wakeboard is responsible for the development of the sport, co-ordination of national and international competition calendars, selection of national teams, training and registration of coaches and officials and increasing the opportunities for participation in the sport for all residents of this country, including the disabled.

We provide coaching programmes from the grass roots level through to our top athletes. We also actively encourage newcomers to the sport, promote good practice and safe conduct and work to enhance and improve standards of coaching and driving. We also maintain highly active competition programmes in all divisions of the sport.





Photo by :

Readership & Advertising



Waterski & Wakeboard magazine

Waterski and Wakeboard magazine is the official members' magazine of British Water Ski & Wakeboard and with a readership of over 10,000, is directed at the real water ski enthusiast. Each issue includes news and reviews backed up with exciting features, tips and extensive event coverage from the world of water skiing and wakeboarding. We publish four issues per year and each issue is mailed direct to a readership who are both committed and active within the sport. In a typical year British Water Ski & Wakeboard has circa 10,000 members, with the largest proportion aged between 25 - 35 and representing the true enthusiasts and the heart of the sport in the UK.

Advertising opportunities

Each issue of the magazine provides opportunities to promote your products or services throughout the magazine as well as carrying a Marketplace section and Focus feature for smaller advertising.

At a glance:

- Total readership: 10,000 members
- Frequency: 4 issues per year
- Affiliated Clubs: 120 affiliated clubs, cables and ski schools



Your contribution

How much copy should I write?

Please see the guide below which will help you with the word count for each section of the magazine.

Short lines

Short column	(x1 pic)	100 - 125 words
Single column	(x1 pic)	180 - 200 words
Qtr page	(x1 pic)	120 - 150 words

Events Scoop

Single column	(x1 pic)	180 - 200 words
Qtr page	(x1 pic)	120 - 150 words
Single page		250 - 500 words

Feature pages

Single page		250 - 500 words
Double page spread		500 - 1000 words

What format should I use?

It is helpful to us if you would supply your copy in a single Microsoft Word file with clear indicators for the main heading and subheadings.

If you do not have Word you can send your text in the body of your email. If possible use Microsoft Outlook Express.

Where do I send my copy?

Please send your copy to: editor@bwsf.co.uk



Photo by : Cable Wakeboard UK

It's all about the image



How should I send my image files?

You can send jpeg image files via email as an attachment or for larger files use www.wetransfer.com. Please name each image file with the heading title from your article followed by image 1 - 2 - 3 depending on how many images you are sending. See below example.

JPG Example: Wakeboard Nationals / image 1.jpg
Wakeboard Nationals / image 2.jpg
Wakeboard Nationals / image 3.jpg

Please Note: Do not embed images into word files or the body of an email

Acceptable file formats

JPG - EPS - TIF - PDF are all acceptable file formats. Each file should be saved as CMYK with a minimum resolution of 300dpi. When saving and compressing a JPG file, please use the highest setting possible.

Where should I send my image files?

Please send your image files to: editor@bwsf.co.uk

Who should I speak to about my copy?

To discuss your proposed article, you can speak with the editor who can assist you with any queries or technical information. We are here to help.

Please email your query to: editor@bwsf.co.uk

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Water Ski & Wakeboard Magazine Production Schedule - 2024

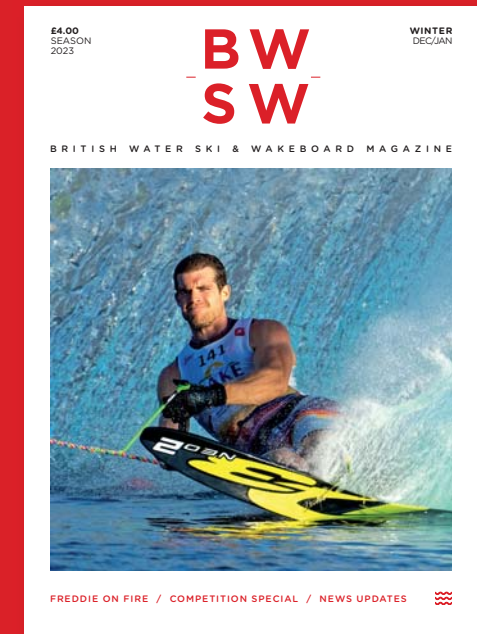
ISSUE 1 - 4	COPY DEADLINE	ADVERTISING	DESIGN STUDIO	PRINTING	MAILING HOUSE
APRIL / MAY	1st March	1st March	1st March 25th March	25th March 3rd April	4th April
JULY / AUG	1st June	2nd May	2nd June 24th June	25th June 3rd July	4th July
OCT / NOV	1st Sept	1st Aug	2nd Sept 24th Sept	25th Sept 3rd Oct	4th Oct
DEC / JAN	1st Nov	3rd Oct	4th Nov 24th Nov	25th Nov 4th Dec	5th Dec

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PLEASE NOTE: BWSW endeavours to include all submissions in the next issue of the magazine, but we reserve the right to refuse or delay publication if the content does not meet our guidelines or if we simply receive too many submissions.



Magazine Covers

ITS ALL ABOUT THE IMAGE

COVER ENQUIRIES:

Jane Peel (editor)

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