



WELCOME

TO BRITISH WATER SKI & WAKEBOARD

THE HOME OF WATER SKIING
AND WAKEBOARDING IN THE UK

TOTAL READERSHIP // CIRCA 8,000 BWSW MEMBERS

TARGET MARKET

The official members' magazine with a readership of circa 6,000, is posted directly into the hands of water sports enthusiasts.

FREQUENCY

// 4 printed issues per year:

SPRING / SUMMER /

AUTUMN / WINTER /

CLUBS & CENTRES

// Affiliated clubs and Accredited centres

Four issues are published each year and are mailed direct to a readership who are active within the sport.

// Digital online magazine:

Digital issues are published with enhanced and extended content, using the ISSUU platform.

Viewable 24/7 on tablets and mobile devices.

British Water Ski & Wakeboard is the National Governing Body for water skiing and wakeboarding 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 accessible pathways for more diverse participants within our sport.



JOIN US ON THE WATER

www.bsw.org.uk

// RATE CARD 2025

ADVERTISING SPACE	PER ISSUE	ISSUES	ADVERT DEADLINE	PUBLISHED DATE
Inside front cover	£800	SPRING	3RD MAR	14TH APR
Inside back cover	£800	SUMMER	2ND MAY	14TH JUL
Double page spread	£1100	AUTUMN	1ST AUG	14TH OCT
Full page	£650	WINTER	3RD OCT	14TH DEC
Half page horizontal	£375			
Half page vertical	£375			
Quarter page	£195			

20% discount when booked for the year

Packages can be tailored to suit your budget, for example:

Spring	April / June	Full page
Summer	July / September	Full page
Autumn	October / November	Quarter page
Winter	December / March	Quarter page

Website advert options

Banner header advert (landscape)
Skyscraper advert (portrait)
Home page footer advert

Position

News / Other
News / Other
Home page

Per month

£150
£150
£150

TO BOOK YOUR ADVERT SPACE CONTACT – TONY@SPECTRUMCREATIVE.CO.UK

Prices are exclusive of VAT and will be charged at the appropriate rate on all bookings

TECHNICAL DATA

PAGE AND ADVERT SIZE

Full page (trimmed size)
Full page (with 3mm bleed)
Double page spread (trimmed size)
Double page spread (with 3mm bleed)
Half page horizontal
Half page vertical
Quarter page
Eighth page

ADVERT SIZE (WXH)

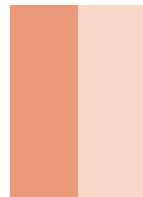
172mm x 240mm
178mm x 246mm
344mm x 240mm
350mm x 246mm
150mm x 100mm
72mm x 205mm
72mm x 100mm
72mm x 47mm



Full Page



Half Page



Half Page



Quarter Page



Eighth Page

WEBSITE ADVERT OPTIONS

Banner header advert (landscape)
Skyscraper advert (portrait)
Home page footer advert

POSITION

News / Other
News / Other
Home page

ADVERT SIZE (WXH)

790 x 330 pixels
135 x 500 pixels
320 x 122 pixels

DIGITAL COPY ONLY

Ideally sent as passed for press pdf file, PDF/X-1a: 2001 standards, with all colours CMYK, no spots and all images 300dpi and all fonts embedded.

The publisher will not accept responsibility for the reproduction of a colour advert provided without a proof.

FTP site details available on request.

Preparation of artwork and typesetting
min: £120 Amendments to copy min: £50

Terms of acceptance:

All advertising material is subject to approval by the publisher and agreement by the advertiser to indemnify and protect the publisher from loss or expense on claims or suits based upon the contents or subject matter of the advertisement. This includes any suits for libel, copyright, plagiarism, infringement and unauthorised use of a person's name or photograph.

The publisher is not responsible for any errors in any copy supplied or for any loss or damage to such material.

EMAIL ARTWORK TO:

tony@spectrumcreative.co.uk

ADVERTISING BOOKINGS:

Tony Fisher

Tel : 07703 270214

Email : tony@spectrumcreative.co.uk

Take advantage of the 20% discount when booking a series of x4 adverts for the 2025 season.



Magazine Covers

ITS ALL ABOUT THE IMAGE

COVER ENQUIRIES:

Jane Peel (editor)

Tel: 07802 496927

editor@bwsf.co.uk