



Advertise with Walkingworld

Walkingworld is the largest online walking guide for Britain, with a database of more than 6500 routes. As an Ordnance Survey licensed partner, Walkingworld is able to supply OS mapping for each UK walk and its unique step-by-step guide format is extremely popular.

The site has over 150,000 registered members, with over 65,000 on the opt-in email list. The site typically achieves over 1/2M page impressions a month, from over 30,000 unique users. More than 150,000 walk routes were downloaded in 2015.

Promotion for 2016/17

Walkingworld will continue to be heavily promoted throughout the 2016/17 walking season.

Walkingworld is promoted by key partners such as Cotswold Outdoor and ViewRanger. As well as high natural search rankings, 'Pay-per-click' advertising on Google generates over 100,000 visits a year. The website has a popular Facebook page which members can use to keep in touch.

Walkingworld is regularly promoted through features by various local and national papers. The founders have appeared in radio interviews, including on BBC4's popular 'Excess Baggage' travel programme. A weekly feature in The Big Issue highlights quirky things found on Walkingworld walks and gives readers a free download of the walk. The Big Issue has a circulation of around 100,000.

A high-profile hardback book on Britain's historic paths by Walkingworld founders David Stewart and Nicholas Rudd-Jones was published by Guardian Books. It is now being serialised on the website and Kindle and paperback editions are available.

The Membership

Around 30% of Walkingworld members have volunteered further information about themselves, including their date of birth:

Over 40	73%
Over 45	51%
Over 50	38%
Over 55	25%
Over 60	15%
Over 70	6%

Over 57% say that they walk on hills and fells or are 'serious mountaineers'. 34% prefer easier walks or trips into the countryside with their families.

Opportunities

Walkingworld has an affluent audience of keen walkers – looking for holidays, destinations, equipment, maps, clothing, accommodation and many other outdoors products and services. As a 'paid-for content' website, with around 10,000 annual subscribers and individual walk purchasers, loyalty is provably high.

There are various possibilities for promoting through Walkingworld. The key places are:

- the monthly email newsletter
- sponsorship of the walk database and on the walks themselves
- 'advertorial' on the site
- banner advertising

Walkingworld has been used as a promotional vehicle by organisations and businesses like The Wales Tourist Board, VisitScotland, Memory-Map, Anquet, Mapyx, Mid Wales Tourism, HF Holidays, Inntravel, Paramo, Hitec and numerous others in the outdoors market.

Rates

Email newsletter

The email newsletter is sent in HTML and text according to the recipient's email client settings and is sent monthly to over 65,000 members. 100 words + picture, or a skyscraper style banner advert - £300 + VAT

Website banner advertising

Run of site advertising in the header bar (468 x 60) - £300 + VAT per month

Sidebar advert in Find a Walk pages (up to 125 x 175) - £300 + VAT per month

(Please note that header bar banners may be rotated with others, with yours showing at least 25% of the time and giving at least 75,000 impressions per banner per month. Sidebar adverts are not rotated – your advert will typically be seen as often as header bar banners)

Charity discount

For all newsletter and banner advertising registered charities pay 50% of the standard rate.

Advertorial or Sponsorship

Please contact us to discuss this. We only feature 'advertorial' on the site if it is genuinely of interest to our members and usually only in conjunction with other advertising (for instance if you run an email campaign).

Contact

To book advertising or to discuss your objectives, please contact:

David Stewart

david@walkingworld.com

017683 42029 mobile 07836 745900

Newsletter Specifications

A newsletter insert can either be editorial or a banner advert in the right hand column.

Editorial text should be approximately 100 words and should be in an 'advertorial' style (i.e journalistic in style and tone). The insert can include a single image (jpeg no larger than 250x250 pixels) – either a picture or a logo.

A banner should be a single jpeg image, width must be 190 pixels, depth up to 450 pixels. This would be placed in righthand column of newsletter. As well as this we need a few words of pure text for recipients who have opted for text-only emails.

Banner and Sidebar Stamp Specifications

Banner : jpeg or gif, animated gif. 468 x 60 pixels. Please try to keep below 40KB. We need: file or URL for the banner advert, target URL for the click through and 'alt text'; or a javascript tag.

Stamp : jpeg or gif or animated gif. 125 x 175 pixels maximum size. Please try to keep below 20KB. We need: file or URL for the stamp, target URL for the click through and 'alt text'.