



## Advertise with Walkingworld

Walkingworld is the largest online walking guide for Britain, with a database of more than 5000 routes. As an Ordnance Survey licensed partner, Walkingworld is able to supply OS mapping for each walk and its unique step-by-step guide format is extremely popular.

The site has over 150,000 registered members, with over 60,000 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 190,000 walk routes were downloaded in 2009.

## Promotion for 2011/2012

Walkingworld will continue to be heavily promoted throughout the 2011 walking season.

Walkingworld is promoted by key partners such as VisitScotland, the Wales Tourist Board, and Cotswold Outdoor. As well as high natural search rankings, 'Pay-per-click' advertising on Google generates over 100,000 visits a year.

Walkingworld is regularly featured in published guides. Parragon has published a walking book series featuring 200 Walkingworld walks. Parragon has a reputation for distributing high volume books through supermarkets and service stations as well as booksellers. Travel Publishing also feature Walkingworld walks in their popular Country Living series.

Walkingworld is regularly promoted through walks in guides by various local and national papers. Walkingworld has partnered with the Guardian and the Observer to publish free supplements. A high-profile book on Britain's historic paths by Walkingworld founders David Stewart and Nicholas Rudd-Jones is to be published by the Guardian in May 2011. The book specifically encourages readers to visit the Walkingworld website for more information.

## 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 generally 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 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 is regularly used as a promotional vehicle by organisations and businesses like The Wales Tourist Board, One North East, 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 60,000 members. Up to 100 words + picture - £300 + VAT

### Banner advertising

Run of site advertising in the header bar (468 x 60) - £400 + 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 20% of the time and giving at least 50,000 impressions per banner per month. Sidebar adverts are not rotated – your advert will typically be seen as often as header bar banners)

### Sponsorship and partnerships

Sponsorship of Walkingworld associates your brand with a quality service that is highly regarded by its users. Sponsorship deals are available from £1000 a month and can include your branding on walk printouts as well as on the site.

### Advertorial on the site

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

For the newsletter text should be approximately 100 words. It can be provided in the following ways:

1. Pure text plus a single image (jpeg no larger than 200x200 pixels)
3. Single jpeg image, width must be 190 pixels, depth up to 350 pixels. This would be placed in righthand column of newsletter. As well as this we need pure text for recipients who have opted for text-only emails.

Note: copy we consider to be appropriate may be included in the editorial body of the newsletter, at our discretion. Pure advertising copy is placed in the right-hand sidebar of the newsletter. An example email can be forwarded to you on request.

### Banner and Sidebar Stamp Specifications

Banner : jpeg or gif, animated gif, Flash. 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, or Flash. 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'.