

Underwater Photography online magazine



Advertising rate sheet 2013

UwP has over 12,000 active readers worldwide and we can guarantee that they are all interested in underwater photography!

Underwater Photography magazine (UwP) was probably the first publication to be available as a downloadable pdf file. It is as ground breaking as it is successful.

We started in August 2001 and are still amazed that very few conventional publishers have understood that this is the future of specialist publishing and that it provides a very economical and extremely targeted audience for its advertisers.

Because we have no printing and distribution costs, we can pass these savings onto you, the advertiser. As a result we can offer you space at a fraction of the cost of a conventional diving magazines yet still provide a guaranteed, targeted readership.

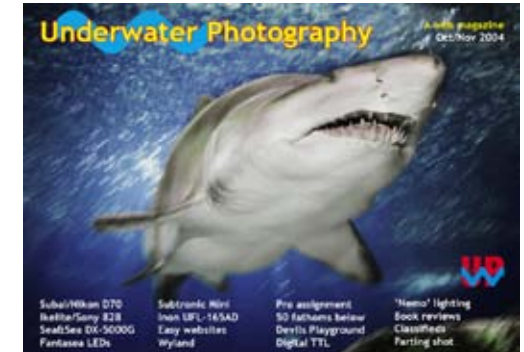
For full details, see the next pages.

We offer a **free of charge** service to build your initial advert and for any future alterations you may want.

For all your advertising requirements, please contact Peter Rowlands.

E mail peter@uwpmag.com or telephone 44 (0)1752 863700

From the UK 01752 863700



Over 12,000 readers worldwide and they are all underwater photographers!

Very low rates
£300 per full page
£200 for half or
£100 for a quarter
£50 for an eighth
15% discount available



A diver in a blue and red suit is swimming through a dark, rocky underwater cave. The water is a deep blue, and the rocks are dark and jagged. The diver is in the center of the frame, moving towards the right. The overall scene is dramatic and mysterious.

A full page has the maximum impact

Just £300 per issue

In addition a 15% discount is available for annual (6 issue) prepaid bookings reducing this to £255 per issue (£1530 per annum)

Size 297mm x 210mm

A diver in a cave, illuminated by a headlamp, swimming through a narrow passage. The walls are rocky and the water is clear blue.

***A half page is good value
yet still has impact***

£200 per issue

In addition a 15% discount is available for annual (6 issue) prepaid bookings reducing this to £170 per issue (£1020 per annum)

Size 146mm x 210mm

We offer a free of charge service to layout your initial advert and for any future alterations you may want.

Adverts should be in PDF format at 144dpi same size. Contact us for other formats.

Production schedule

2013

UwP70 - Jan/Feb issue (Publication date 1st January) - Deadline 15th December 2012
UwP71 - Mar/Apr issue (Publication date 1st March)- Deadline 15th February 2013
UwP72 - May/June issue (Publication date 1st May)- Deadline 15th April 2013
UwP73 - July/Aug issue (Publication date 1st July)- Deadline 15th June 2013
UwP74 - Sep/Oct issue (Publication date 1st September)- Deadline 15th August 2013
UwP75 - Nov/Dec issue (Publication date 1st November)- Deadline 15th October 2013

2014

UwP76 - Jan/Feb issue (Publication date 1st January) - Deadline 15th December 2013
UwP77 - Mar/Apr issue (Publication date 1st March)- Deadline 15th February 2014
UwP78 - May/June issue (Publication date 1st May)- Deadline 15th April 2014
UwP79 - July/Aug issue (Publication date 1st July)- Deadline 15th June 2014
UwP80 - Sep/Oct issue (Publication date 1st September)- Deadline 15th August 2014
UwP81 - Nov/Dec issue (Publication date 1st November)- Deadline 15th October 2014

Underwater Photography magazine is the perfect publication for your advertising.

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peter@uwpmag.com

or call 44 (0)1752 863700

**A quarter page
vertical**

£100 per issue

In addition a 15% discount is available for annual (6 issue) prepaid bookings reducing this to £85 per issue (£510 per annum)

Size 66mm x 189mm

**A quarter page
horizontal**

£100 per issue

In addition a 15% discount available for annual (6 issue) prepaid bookings reducing this to £85 per issue (£510 per annum)

Size 136mm x 90mm

An eighth page

£50 per issue

15% discount available for annual (6 issue) prepaid bookings reducing this to £42.50 per issue (£255 per annum)

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	SIZE	Cost per issue
Full page	297mm w x 210mm h	£300 (15% discount available for prepaid annual bookings)
Half page vertical	146mm w x 210mm h	£200 (15% discount available for prepaid annual bookings)
Half page horizontal	297mm w x 105mm h	£200 (15% discount available for prepaid annual bookings)
Quarter page vertical	66mm w x 190mm h	£100 (15% discount available for prepaid annual bookings)
Quarter page horizontal	137mm w x 92mm h	£100 (15% discount available for prepaid annual bookings)
Eighth page horizontal	66mm w x 92mm h	£ 50 (15% discount available for prepaid annual bookings)

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