

Underwater Photography online magazine



Advertising rate sheet 2019 - 2020

UwP has up to 9,000 active readers worldwide and we can guarantee that they are all interested in underwater photography!

Up to 9,000 readers worldwide and they are all underwater photographers!

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.

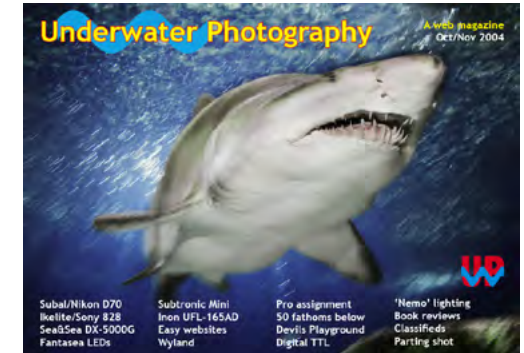
We started in August 2001 and are still amazed that very few conventional publishers have understood that this is the future of specialist publishing and that it provides a very economical and extremely targeted audience for its advertisers.

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.

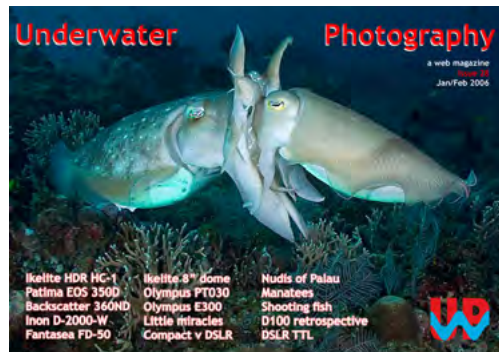
For full details, see the next pages.

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



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





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)

The Special placement rate is above plus 25%
Size 297mm x 210mm

A diver in a blue and red suit is exploring a cave underwater. The cave walls are dark and rocky, and the water is a deep blue. The diver is positioned in the center of the frame, facing away from the camera and slightly to the left. The lighting is dim, highlighting the textures of the rock and the bubbles from the diver's equipment.

***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)

The Special placement rate is above plus 25%

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 in PDF format at 150dpi same size. Contact us for other formats.

Production schedule

2019

UwP106 - Jan/Feb issue (Publication date 1st January) - Deadline 15th December 2018
UwP107 - Mar/Apr issue (Publication date 1st March)- Deadline 15th February 2019
UwP108 - May/Jun issue (Publication date 1st May)- Deadline 15th April 2019
UwP109 - July/Aug issue (Publication date 1st July)- Deadline 15th June 2019
UwP110 - Sep/Oct issue (Publication date 1st September)- Deadline 15th August 2019
UwP111 - Nov/Dec issue (Publication date 1st November)- Deadline 15th October 2019

2020

UwP112 - Jan/Feb issue (Publication date 1st January) - Deadline 15th December 2019
UwP113 - Mar/Apr issue (Publication date 1st March)- Deadline 15th February 2020
UwP114 - May/Jun issue (Publication date 1st May)- Deadline 15th April 2020
UwP115 - July/Aug issue (Publication date 1st July)- Deadline 15th June 2020
UwP116 - Sep/Oct issue (Publication date 1st September)- Deadline 15th August 2020
UwP117 - Nov/Dec issue (Publication date 1st November)- Deadline 15th October 2020

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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