

Underwater Photography online magazine



Advertising rate sheet 2022 - 2023

UwP has up to 6,000 active readers worldwide and we can guarantee that they are all interested in underwater photography!

**Up to 6,000 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.

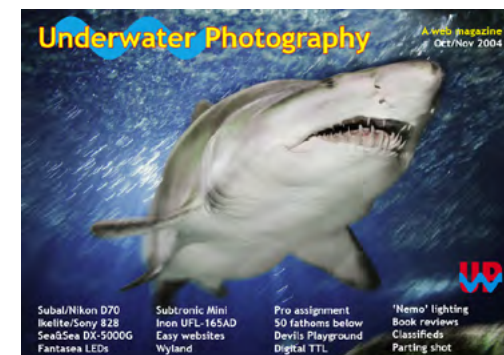
We started in August 2001 and are still amazed that very few conventional publishers have understood that this is the future of specialist publishing and that it provides a very economical and extremely targeted audience for its advertisers.

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.

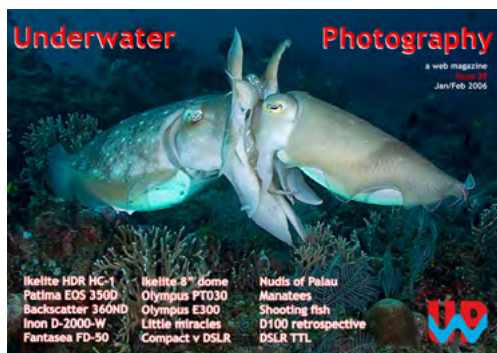
For full details, see the next pages.

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)7941 399651
From the UK 07941 399651



Very low rates
£400 per full page
£250 for half or
£125 for a quarter
£75 for an eighth
20% discount available



A full-page underwater photograph of a diver in a cave. The diver is positioned in the center, facing away from the camera, with a bright light illuminating the scene. The cave walls are rugged and rocky, and the water is clear blue. The lighting creates strong shadows and highlights on the rock surfaces.

A full page has the maximum impact

Just £400 per issue

In addition a 20% discount is available for annual (6 issue) prepaid bookings reducing this to £320 per issue (£1920 per annum)

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

A full-page background image showing a diver in a blue and red wetsuit swimming near a large, dark rock formation underwater. The water is clear and blue.

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

£250 per issue

In addition a 20% discount is available for annual (6 issue) prepaid bookings reducing this to £200 per issue (£1200 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

2022

UwP124 - Jan/Feb issue (Publication date 1st January) - Deadline 15th December 2021
UwP125 - Mar/Apr issue (Publication date 1st March)- Deadline 15th February 2022
UwP126 - May/Jun issue (Publication date 1st May)- Deadline 15th April 2022
UwP127 - July/Aug issue (Publication date 1st July)- Deadline 15th June 2022
UwP128 - Sep/Oct issue (Publication date 1st September)- Deadline 15th August 2022
UwP129 - Nov/Dec issue (Publication date 1st November)- Deadline 15th October 2022

2023

UwP130 - Jan/Feb issue (Publication date 1st January) - Deadline 15th December 2022
UwP131 - Mar/Apr issue (Publication date 1st March)- Deadline 15th February 2023
UwP132 - May/Jun issue (Publication date 1st May)- Deadline 15th April 2023
UwP133 - July/Aug issue (Publication date 1st July)- Deadline 15th June 2023
UwP134 - Sep/Oct issue (Publication date 1st September)- Deadline 15th August 2023
UwP135 - Nov/Dec issue (Publication date 1st November)- Deadline 15th October 2023

Underwater Photography magazine is the perfect publication
for your advertising.

To discuss your requirements,
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peter@uwpmag.com

or call 44 (0) 7941 399651

**A quarter page
vertical**

£125 per issue

In addition a 20% discount is available for annual (6 issue) prepaid bookings reducing this to £100 per issue (£600 per annum)

Size 66mm x 189mm

**A quarter page
horizontal**

£125 per issue

In addition a 20% discount available for annual (6 issue) prepaid bookings reducing this to £100 per issue (£600 per annum)

Size 136mm x 90mm

An eighth page

£75 per issue

20% discount available for annual (6 issue) prepaid bookings reducing this to £60 per issue (£360 per annum)

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	SIZE	Cost per issue
Full page	297mm w x 210mm h	£400 (20% discount available for prepaid annual bookings)
Half page vertical	146mm w x 210mm h	£250 (20% discount available for prepaid annual bookings)
Half page horizontal	297mm w x 105mm h	£250 (20% discount available for prepaid annual bookings)
Quarter page vertical	66mm w x 190mm h	£125 (20% discount available for prepaid annual bookings)
Quarter page horizontal	137mm w x 92mm h	£125 (20% discount available for prepaid annual bookings)
Eighth page horizontal	66mm w x 92mm h	£ 75 (20% discount available for prepaid annual bookings)

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