



2015/16 Rate Card

GigRower is now the main website and printed guide for the gig rowing community.

We estimate that we are reaching 95% of active rowers on a regular basis with over 100,000 visits a year to our website.

We have advertising available on both the website and in our bi-annual magazine, as well as some great value packages for both.

Website Advertising



www.GigRower.co.uk has been averaging 500 visits a day and spiking to 3,000 a day around events. Over the past 6 years, it has had over **one million visitors**.

The site was re-launched in December 2014, with a new cleaner look. Social media including Facebook and Twitter are driving ever more visitors to the site.

GigRower is the only comprehensive resource for the gig rowing community.

Advertise for 12 months (*period starts when you book*). Includes a banner ad and blog post about the service/product you provide, this blog post also goes out in our email newsletter and is shared on our social media.

WEBSITE ADVERTISING PRICES

Page on www.GigRower.co.uk (ranked according to level of traffic)	Cost for 12 months
Gig Club page (e.g. Coverack Gig Club)	£45
Regatta event (e.g. Mounts Bay Regatta)	£45
Gig Builder	£45
General News	£195
General Club News	£195
Major Events (e.g. County Championships)	£225
Regatta Results	£295
Equipment Suppliers	£325
World Championships News	£445
Home Page	£995

Online advertising example: See the banner ad on our home page:

<http://www.gigrower.co.uk>

Year Book & Magazine



The first GigRower magazine was extremely popular and we had some really great feedback from rowers. We also learnt some lessons which mean we can improve further next time. Moving forwards we have decided to print two publications a year:

- **Year Book (May)**
 - A book not a magazine
 - Printed in May and sold at Scillies and online
 - Over 120 pages
 - To include: Comprehensive gig and club directory, technical articles, club news, full season preview and diary, tide times, event charts, rowing history and features.
 - Cost: £10
 - Print run: 2,500

- **Season Review (Sept)**

- Magazine
- 80 pages
- Includes: Full round up and results from the rowing season, club news, features and winter training special
- Cost: £5
- Print run: 1,500

PRINT ADVERTISING PRICES			
Normal Adverts	Year Book	Season Review	Both Publications
Quarter page	£95	£75	£150 (Save £20)
Half page	£150	£95	£210 (Save £35)
Full page	£250	£150	£350 (Save £50)
Double page spread	£400	£225	£550 (Save £75)
Double page editorial feature	£500	£400	NA
Premium spaces			
Centre spread	£500	£350	£750 (Save £100)
Inside back cover	£325	£195	£450 (Save £70)
Inside front cover	£350	£205	£500 (Save £55)
Back cover	£600	£350	£800 (Save £150)

View the magazine here: <https://youtu.be/p7U-z3OeFr8>

OFFERS: Print and Online

- **£165**

- **Print:** quarter page in both publications
- **Online:** A banner ad on a gig club page
- **Save:** £30

- **£225**

- **Print:** A half page in both publications
- **Online:** A banner ad on an event page
- **Save:** £20

Email us for bookings and further information: info@gigrower.co.uk