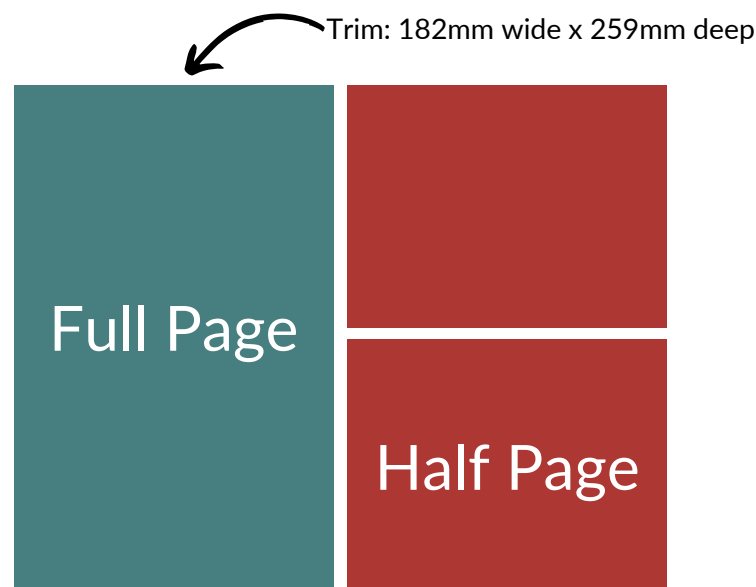


ADVERTISE IN THE GREAT WEST WAY TRAVEL TRADE DIRECTORY 2025/2026



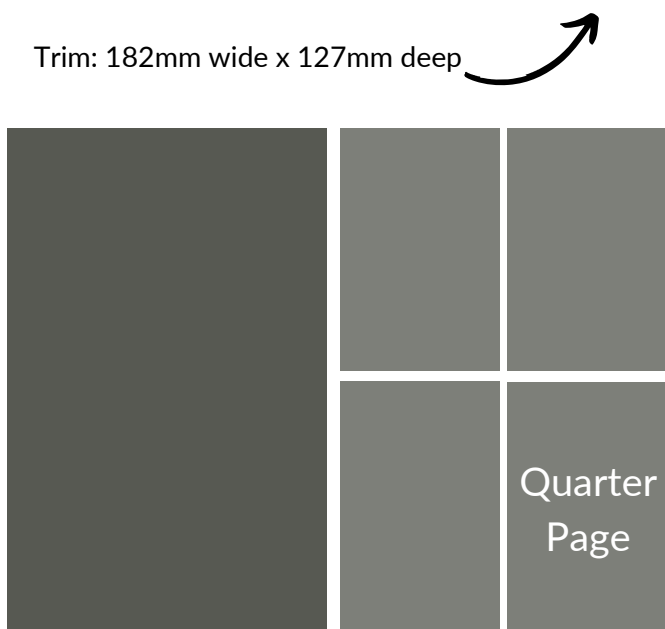
**GREAT
WEST WAY®**

Increase your visibility by advertising in England Great West Way Travel Trade Directory 2025/2026. This is the main resource being used by 120+ Official Tour Operators and has a targeted digital distribution via Great West Way and third-party databases of domestic and international key trade contacts. The Travel Trade Directory receives over 8,000 views online. This new full colour A4 guide will be produced as a digital page-turner publication. Advertising spec and prices are detailed below:



Full page advert - £995 plus VAT

Ambassadors, (**£1,535+VAT** Non-Ambassadors). Available either as Standard Format or own advert supplied as 300dpi PDF (No bleed) 182mm wide x 259mm deep. Max 240 words for body copy + Headline, Subhead and contact info.



Half Page Advert - £625+VAT

Ambassadors, (**£970+VAT** Non-Ambassadors). Standard format, 182mm wide x 127mm deep. Max 120 words for body copy + Headline, Subhead and contact info.

Quarter Page Advert - £365+VAT

Ambassadors, (**£570+VAT** Non-Ambassadors). Standard format, 89mm wide x 127mm deep. Max 65 words for body copy + Headline, Subhead and contact info.

Trim: 89mm wide x 127mm deep

All Prices exclude VAT and are subject to availability Please enquire for additional space.
Book before 31 May 2025 for distribution Autumn 2025.

**Please contact flowallace@GreatWestWay.co.uk for further information
or to book any of these travel trade opportunities.**