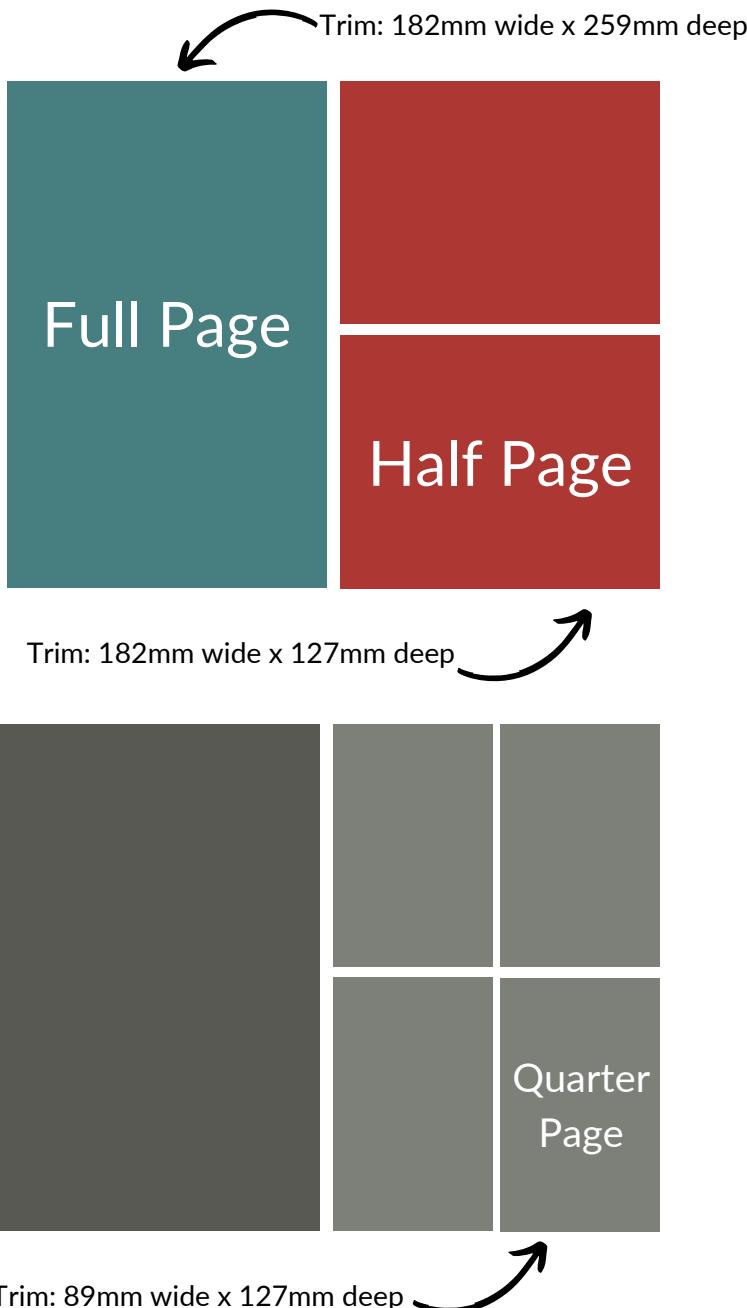


ADVERTISE IN THE GREAT WEST WAY TRAVEL TRADE DIRECTORY 2026/2027



GREAT
WEST WAY®

Increase your visibility by advertising in England Great West Way Travel Trade Directory 2026/2027. 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 2025/2026 Travel Trade Directory has received over 10,000 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.

All Prices exclude VAT and are subject to availability Please enquire for additional space.
Book before 31 May 2026 for distribution autumn 2026.

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