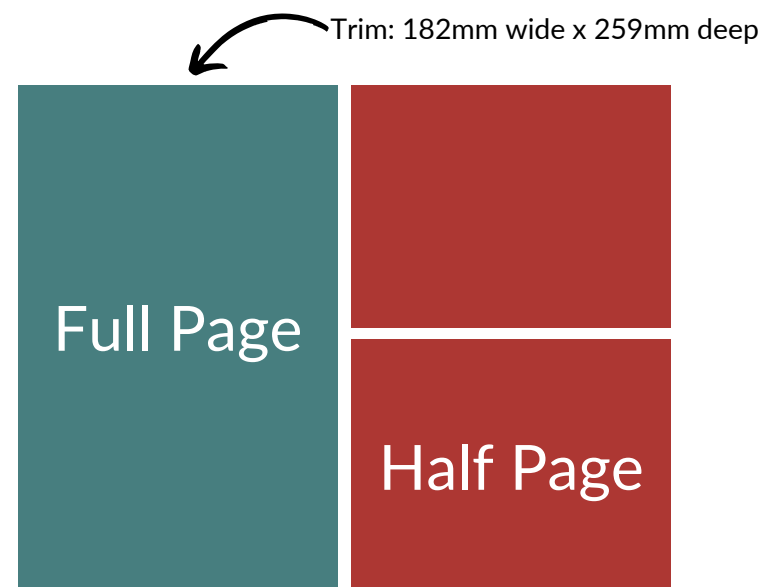


# ADVERTISE IN THE GREAT WEST WAY TRAVEL TRADE DIRECTORY 2026/2027



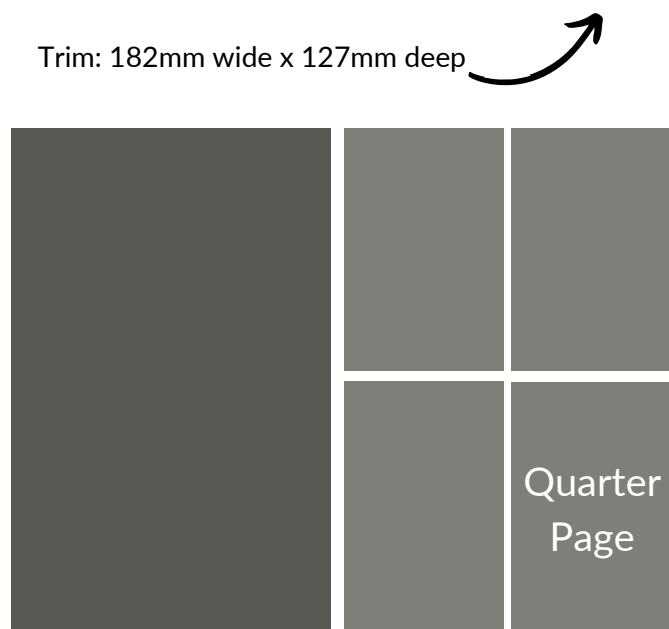
**GREAT  
WEST WAY®**

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.

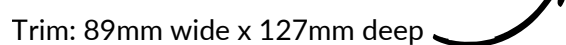


## **Half Page Advert - £625+VAT**

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](mailto:flowallace@GreatWestWay.co.uk) for further information  
or to book any of these travel trade opportunities.**