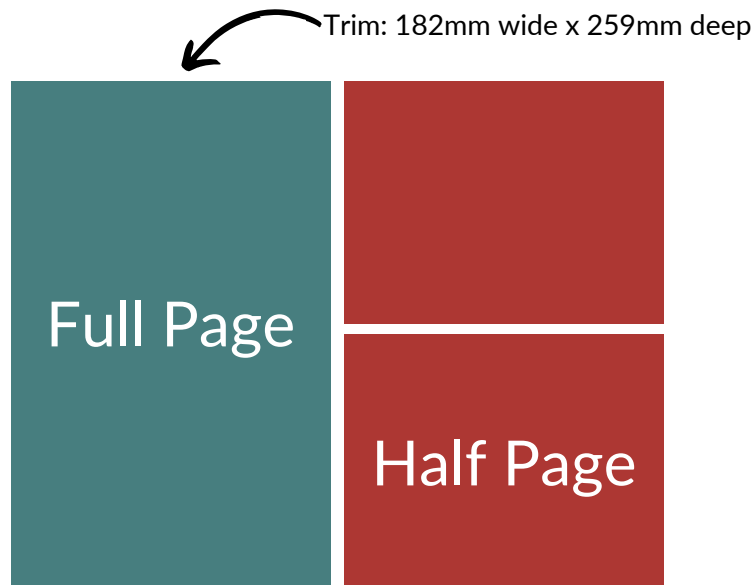


# ADVERTISE IN THE GREAT WEST WAY TRAVEL TRADE DIRECTORY 2025/2026



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 2024/2025 Travel Trade Directory has received 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

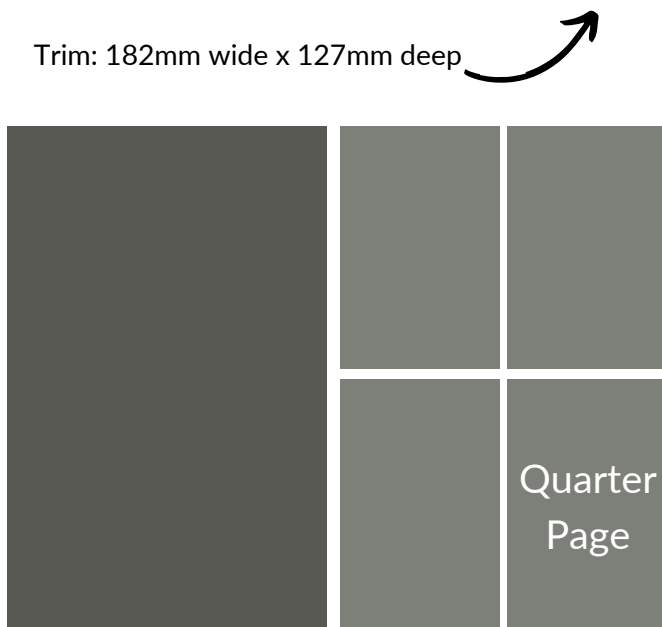
Ambassadors, (£1,535+VAT Non-Ambassadors). Available either as Standard Format or own advert supplied as 300dpi PDF (No bleed) 182mm wide x 259mm deep. Max 240 words for body copy + Headline, Subhead and contact info.

### 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 June/July 2025.

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