



# WELCOME ANCHORAGES

## SPECIFICATION FOR 2012

Print Run: 45,000 copies  
Size A4 – 64 pages including cover  
Full colour throughout, printed on non-coated smooth finish paper.

**STOP PRESS:**  
2012 Edition Extended  
to include North of  
Ireland Coast

### 2012 DISTRIBUTION:

- Available in January for distribution at London Boat Show
- Distributed with full run of February 2012 Yachting Life in poly-wrap.
- Available at selected visitscotland and Irish equivalent TICs.
- Freely available throughout the season from all marina offices, chandleries and charter companies in the extended coverage area – Clyde and entire West Coast up to Cape Wrath including Outer Hebrides, Orkney, Shetland and east coast down to Moray Firth and, for the first time, the entire north coast of Ireland from Sligo round to Ardglass.
- Also distributed with major yacht club membership mailings, marina customer mailings, etc.
- Welcome Anchorages 2012 will be downloadable free from our dedicated website [www.welcomeanchorages.info](http://www.welcomeanchorages.info) and from The Crown Estate, MalinWaters and Yachting Life websites. The download includes all advertisements.
- The Welcome Anchorages website also has a dedicated page of direct links to all advertisers' websites.

### ADVERTISING RATES (As last year)

		Type Area (mm H x W)
Inside Front Cover	£2,200 + VAT	275 x 183
Inside Back Cover	£2,000 + VAT	275 x 183
Outside Back Cover	£2,200 + VAT	275 x 183
Full Page	£1,600 + VAT	275 x 183
Half Page	£950 + VAT	135 x 183
Quarter Page	£550 + VAT	65 x 183 or 135 x 89
Eighth Page	£350 + VAT	65 x 89

Welcome Anchorages is supported by The Crown Estate, MalinWaters, British Marine Federation Scotland, RYA Scotland, Clyde Marine Press and Yachting Life.

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