



**coolcanals**  
**MEDIA PACK**



#### EVERYTHING FOR WATERWAYS LEISURE TIME

Greatwaterwaysoutdoors.com is the new **website** from Coolcanals. We offer up-to-date information for leisure time along Britain's canals & our comprehensive Directory listings attract new visitors to the site every day.

#### WHO WE REACH

Of the 300 million annual individual visits to the canals, 97% of them are to the towpaths, and Greatwaterwaysoutdoors.com is THE waterways website for boaters, walkers, cyclists, festival goers, waterside campers, pub people, wildlife enthusiasts, holidaymakers & daytrippers alike.

The website draws visits from readers of **coolcanals books** & this year's lead title 'BRITAIN'S GREAT WATERWAYS OUTDOORS' has been launched as a companion book for the website.

All Coolcanals guides are distributed nationally through high street & online bookshops and waterways outlets.

Coolcanals & Greatwaterwaysoutdoors.com are also promoted through local and national magazines and newspapers, and by our key collaborators. Coolcanals attracts regular media coverage not only within the established waterways audience, but also the wider leisure market.



## WHAT THE PRESS SAY



**'Cool Canals' is a stirring reminder of just how much more to canals there is than canals...'**  
**Daily Telegraph 5 September 2009**

### Coolcanals, Britain's Great Waterways Outdoors -

#### RECOMMENDED

**Country Living magazine June 2011**

"Another sumptuous title from the Coolcanals team, this time a chunky and colourful guide to our inland waterways."

**WALK (Ramblers' Association) Summer 2011**

"...something of a 'magnum opus'. ...this is a thoroughly entertaining book, and practical too for anyone planning a holiday or day out on the waterways. It offers excellent value at £19.95"

**Waterways World magazine June 2011**

"...this book is for anyone who likes the great outdoors and wants to explore further...It is extremely informative and is written with a true passion for our waterways throughout the UK."

**NFU Countryside magazine May 2011**

"A rather different slant from most canal guides...this is very much a guide for all visitors - not just those afloat."

**Canal Boat magazine May 2011**

"THE best guide books come from first-hand experience and Britain's Great Waterways Outdoors, the latest from publisher Coolcanals, comes with a wealth of knowledge, experience and love of the waterways...The book is excellent, the photography stunning."

**Towpath Talk newspaper April 2011**

#### TIP OF THE WEEK

**Independent Travel online March 2011**

### Coolcanals, Weekend Walks -

"a brilliant selection...celebrates not just the walks, but the history, wildlife, pubs and teashops along the way. It's written with a real sense of fun, packed with both nice-to-know and need-to-know information."

**Country Walking magazine June 2010**

"a charming new book, packed with evocative photographs, showcasing the best canalside walks in Britain...To experience the life of a canal is to escape the world of airports and motorways and reconnect with a world in which nothing moves faster than a duck."

**Daily Telegraph April 2010**

### Coolcanals, Pub Days Out -

"We really enjoyed the first book by Phillippa and Martine (Cool Canals-The Guide) and these latest two handy sized guides are equally inspired..."

"...More than anything these two delightful guides are full of character and charm making them a perfect companion for weekend walks and holidays. We love them, they really are a guide to 'Cool Places' and we highly recommend them!"

**Hot Brands Cool Places March 2010**

### Coolcanals, The Guide -

"...Perhaps, in their paean to canals, these two wacky, counter-cultural women really have captured something of the Zeitgeist. Coolness isn't a fast car any more. It isn't a crowded cocktail bar. It certainly isn't a Caribbean beach, rubber-necking at celebrities. It is knowing when to slow down, take time out, commune with nature, savour pleasures too precious to be rushed."

**Daily Telegraph 5 September 2009**

"...this original and imaginative introduction to Britain's canal network is packed with ideas for inspiring days out."

**WALK (Ramblers' Association) Autumn 2009**

"Whether you're after an active day out or just fancy a spot of 'gongoozling' (canal watching) from the comfort of a waterside inn, Cool Canals is a charming, beautifully illustrated introduction to life in the slow lane."

**CARAVAN CLUB Editor's Review July 2009**

"As well as an inspiring story behind the publication, this book is an absolute delight..."

"...Highly Recommended as an essential guide, with beautiful photography and a great first publication."

**Hot Brands Cool Places July 2009**

"The book reminds me in its style of the highly popular Mr & Mrs Smith 'Hip Hotels' guides - it's well laid out with superb photography... 'Cool canals' will open many fascinating, inspirational doors"

**Canals & Rivers July 2009**

"...a splendid publication... Don't plan a day out or holiday on the canals without getting hold of a copy!"

**Waterways World June 2009**

"A genuine new player is always welcome and I think this company may have produced a guide that absolutely presses all the right buttons"

**Travel Bookseller Feb 2009**

# It's easy to PROMOTE YOUR BUSINESS with greatwaterwaysoutdoors.com

**Greatwaterwaysoutdoors.com** is a brand new website & we're **growing**. We already get excellent hit and page rates and high natural search rankings, with many specific canal and waterway-related search terms (such as 'canalside campsites, cottages, teashops') bringing the site up in **Google's Top 10 results**.

Publicity generated by the transfer of British Waterways to the charitable sector is making the inland waterways one of the key destinations for UK holidaymakers looking for a 'staycation' this year... & **Coolcanals' publicity campaign** is at the cutting edge, reaching a wide national market zone for **British leisure**.



**GROWTH RATE-**  
Visits to Greatwaterwaysoutdoors.com are currently increasing at a rate of **over 50%** month by month, with an anticipated total of over 500,000 individual visits by the end of 2011.

## 5 ways to promote your business with Greatwaterwaysoutdoors.com...

- basic Listings on the Directory (FREE)
- enhanced Listings on the Directory
- premier Listings on the Directory
- spot ads advertising throughout the site
- banner advertising throughout the site

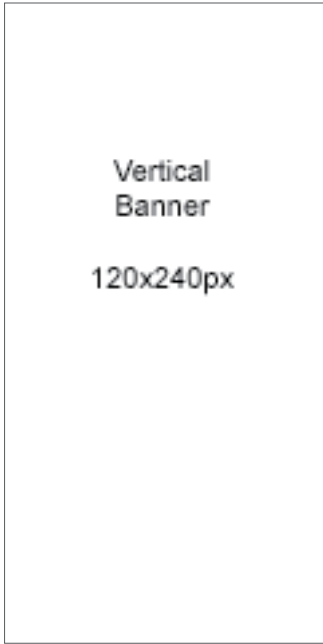
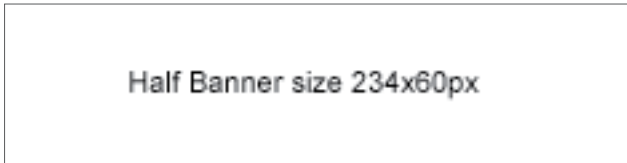


### GREATWATERWAYSOUTDOORS.COM can help PROMOTE YOUR BUSINESS

If you want your website to be found by customers looking for canal-related leisure sites, list your business on Greatwaterwaysoutdoors.com.

Having a website link to from a high-ranking site such as Greatwaterwaysoutdoors.com can help increase the search engine ranking for your own site.

Our Enhanced or Premier Listings and GWOAds offer your business maximum visibility.



## ADVERT SPECIFICATIONS

Full Banners are sited at the top of the centre column. Other Banners and Buttons are sited in the left or right column (**left only for Directory pages**) or at the foot of the centre column. You can choose to place the GWOAd on any page or pages relevant to your organisation.

### FOR ALL ADVERTS:

Please supply jpeg, gif, png or animated gif. We will also require a file or URL for each advert, target URL for the click through and 'alt text'.

- Banner: 468 x 60 pixels max.
- Half Banner: 234 x 60 pixels max.
- Vertical Banner: 120 x 240 pixels max.
- Square: 125 x 125 pixels max.
- Button: 120 x 90 pixels max.
- Small Button: 120 x 60 pixels max.



- GWOAds offer your business the opportunity to reach your audience with maximum visibility
- GWOAds are reviewed quarterly to allow you to continually assess the target audience for your product
- GWOAds will be targeted at users in your market sector
- GWOAds can be placed in the left or right column (left only for Directory pages) or at the foot of the centre column of a page or pages relevant to your organisation. Multiple page ads are a great way to reinforce your message to a diverse audience
- GWOAds are only offered to businesses with products or services of potential interest to visitors to our website
- Greatwaterwaysoutdoors.com offers competitive rates for banner and spot ads on the site



# DIRECTORY LISTINGS



**Promote your business** in the Greatwaterwaysoutdoors.com Directory - the most comprehensive leisure Directory site for anyone interested in Britain's canals and inland waterways.

## 15 DIRECTORY CATEGORIES:

B&Bs, Campsites, Cottages, Hotels

Food Afloat, Pubs, Restaurants, Teashops/Cafes

Day Boats, Holiday Hireboats, Hotel Boats, Horse Boats, Trip Boats

Get Involved (Societies, Trusts & Associations)

Art & Culture

## BASIC LISTING

These give location and contact details, including telephone, email and website (where available).

Example of a Basic Listing:

Listings...

Tudor Caravan Park >>>> - 01453 890483 - Shepherds Patch, Slimbridge, Gloucestershire, GL2 7BP

info@tudorcaravanpark.co.uk [www.tudorcaravanpark.co.uk](http://www.tudorcaravanpark.co.uk)

Gloucester & Sharpness Canal

Canalside by Patch Bridge

## ENHANCED LISTING

Enhanced listings show all your details as above, with the website link highlighted in yellow for greater visibility.

Example of an Enhanced Listing:

Listings...

Boatyard ★★★★★ - 01254 209841 - Bolton Road Riley Green, Hoghton Preston, Lancashire, PR5 0SP

info@boatyardhoghton.co.uk [www.boatyardhoghton.co.uk](http://www.boatyardhoghton.co.uk)

Leeds & Liverpool Canal

One minute away from junction 2 M65, The Boatyard is ideal for any part of your day. Coffee shop open from 7.30am, restaurant from 12 noon and luxury accommodation overlooking the Leeds & Liverpool Canal at bridge 91a.

## PREMIER LISTING

Premier Listings appear at the top of their relevant Directory category. Premier Listings include your contact details as above, a hyperlink to your website, a description of your business and a Google map, all contained within an enhanced box. You will also be able to add your logo, images and other files (eg. brochure pdf).

Example of a Premier Listing:

European Waterways [View Full Details Home](#)



Phone: 01784 482439  
Caledonian Canal  
sales@gobarging.com  
35 Wharf Road Wraybury, Mid...

483072  
barging.com

Luxury all-inclusive holidays on fully-crewed hotel barges cruising the waterways of England, Scotland, Ireland & Continental Europe. Luxury accommodation, gourmet cuisine, fine wines, escorted tours. A truly unique experience.

Distance: 73 miles



# PRICING

**50%  
DISCOUNT!**

Special  
introductory  
offer

coolcanals/  
coolcanals

## ADVERTS

|                 |             |  |
|-----------------|-------------|--|
| FULL BANNER     | HOME PAGE   | <del>£400</del> <b>200</b> PER MONTH (Min Period 3 mths) |
|                 | OTHER PAGES | <del>£250</del> <b>125</b> PER MONTH (Min Period 3 mths) |
| VERTICAL BANNER | HOME PAGE   | <del>£250</del> <b>125</b> PER MONTH (Min Period 3 mths) |
|                 | OTHER PAGES | <del>£180</del> <b>95</b> PER MONTH (Min Period 3 mths)  |
| HALF BANNER     | HOME PAGE   | <del>£200</del> <b>100</b> PER MONTH (Min Period 3 mths) |
|                 | OTHER PAGES | <del>£150</del> <b>75</b> PER MONTH (Min Period 3 mths)  |
| SQUARE          | HOME PAGE   | <del>£150</del> <b>75</b> PER MONTH (Min Period 3 mths)  |
|                 | OTHER PAGES | <del>£100</del> <b>50</b> PER MONTH (Min Period 3 mths)  |
| BUTTON          | HOME PAGE   | <del>£80</del> <b>40</b> PER MONTH (Min Period 3 mths)   |
|                 | OTHER PAGES | <del>£60</del> <b>30</b> PER MONTH (Min Period 3 mths)   |
| SMALL BUTTON    | HOME PAGE   | <del>£60</del> <b>30</b> PER MONTH (Min Period 3 mths)   |
|                 | OTHER PAGES | <del>£50</del> <b>25</b> PER MONTH (Min Period 3 mths)   |

NB The special introductory 50% off all GWOAds is only available this summer so you need to act fast!!

## DIRECTORY LISTINGS

|                  |              |
|------------------|--------------|
| BASIC LISTING    | FREE         |
| ENHANCED LISTING | £25 PER YEAR |
| PREMIER LISTING  | £95 PER YEAR |

## TERMS & CONDITIONS

Greatwaterwaysoutdoors.com Directory only lists companies & services which are of interest to Britain's canal and river users.

Coolcanals & Greatwaterwaysoutdoors.com only accept advertising from companies & services which are of potential interest to visitors to our website.

Coolcanals & Greatwaterwaysoutdoors.com reserve the right to refuse any advert or listing and to remove any Basic Listing without warning & without giving any reasons (Enhanced or Premier Listings contacted first).

### PAYMENT

Directory Listings are payable online via Paypal or Google Checkout, or can be paid by BACS or cheque - payment is due immediately upon booking. Period of listing is one year.

Adverts are placed on a rolling contract with each period being a minimum of 3 months, and are automatically renewed unless we are advised otherwise. Adverts are invoiced on a 30-day basis. We reserve the right to remove any advert not paid on time.



# CONTACT

## WEB ADVERTISING & MARKETING

For further information on advertising & marketing with Coolcanals Guides, please contact

Email: [web\\_ad@coolcanalsguides.com](mailto:web_ad@coolcanalsguides.com)  
Tel: 07780 611122

## DIRECTORY LISTINGS & ADMINISTRATION

Email: [jayne@coolcanalsguides.com](mailto:jayne@coolcanalsguides.com)  
Tel: 01684 562098

Fax: 0845 508 8443  
(Please mark for attention of Coolcanals Guides)

