WAVELENGTH

MEDIA PACK

2020/21

SINCE 1981

PARTNER WITH

WAVELENGTH

2020/21

READER SUPPORTED SINCE 1981

Wavelength is heading into it's 40th year. The publishing world is ever changing and we have everything we need to continue to thrive.

The best storytellers, photographers, creatives and supporting media team have all contributed to a growing Wavelength audience across all channels.

Our digital output and reach remains at the forefront of everything we do. Alongside this is a justified commitment to producing two high quality print volumes of Wavelength each year. Published at the start of summer and winter our print publication bookmarks the changing of seasons and sets the benchmark for others to follow.

European-wide distribution and content creation in partnership with world-leading brands sets us apart, and makes for another exciting year right at the forefront of modern day surf publishing.

We will continue to take a stand against plastic and marine pollution, exploring complex social issues through the lens of ocean lovers and covering the full breadth of surf culture right across Europe and beyond.

We'll also be inviting readers to join us in person at events and movie tours. Partnering brands will have the opportunity to align with us, our values, and our top quality content in a multitude of ways.

Let's make it happen,

Will Hayler

CEO - Wavelength Media

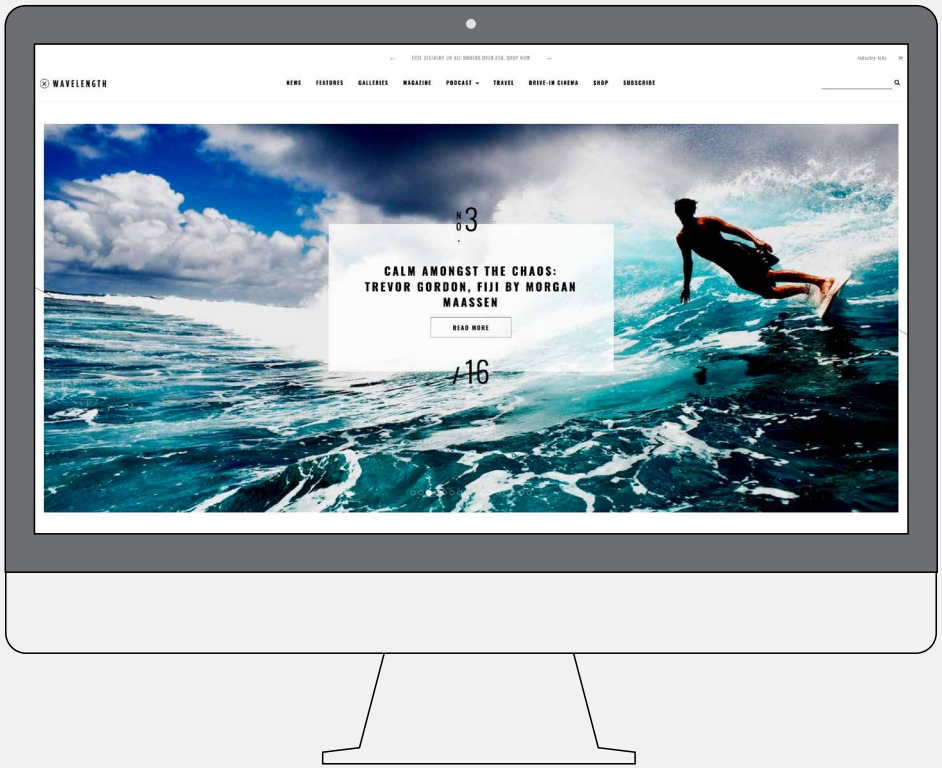
01

WAVELENGTHMAG.COM

We'll be featuring stories, news and curated video and photo content from around the world to our audience of core and aspiring surfers. Including rider and ambassador interviews and product reviews.

BRAND OPPORTUNITIES:

Boost brand standing and increase awareness among those that live and breath surf culture. Increase web traffic and conversions with brand led features and promotion of your brand's content, supported by credible product placement and targeted banner advertising.



OUR PLATFORMS

.COM

MONTHLY

151,603 SESSIONS

121,204 USERS

244,701 PAGE VIEWS

PRINT & DIGITAL READERSHIP

87,000

SOCIAL

276,772 LIKES

61,000 FOLLOWERS

MONTHLY SOCIAL REACH

2,409,787

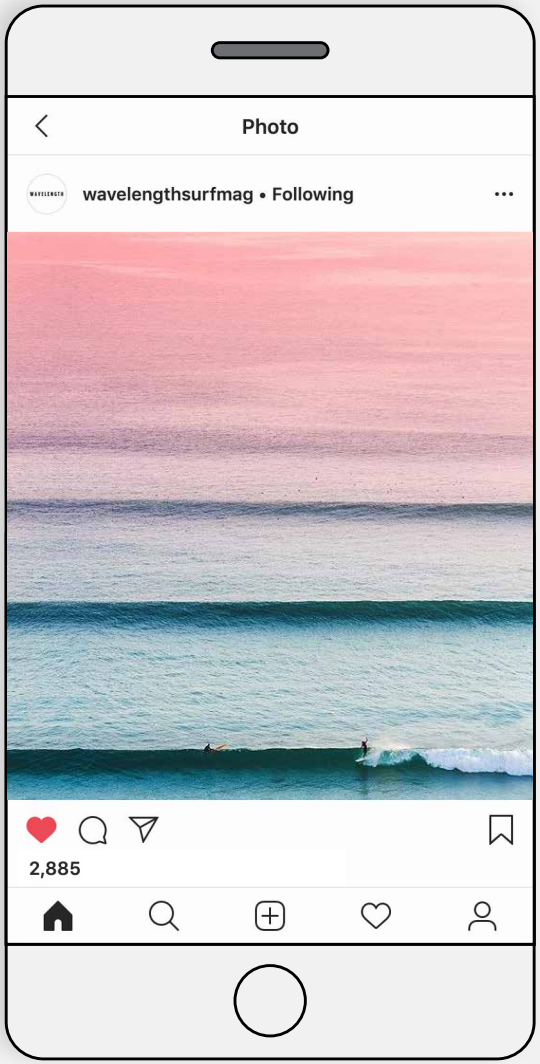
MONTHLY GROWTH RATE

16,788

EMAIL

40,000

ACTIVE SUBSCRIBERS



02

SOCIAL MEDIA

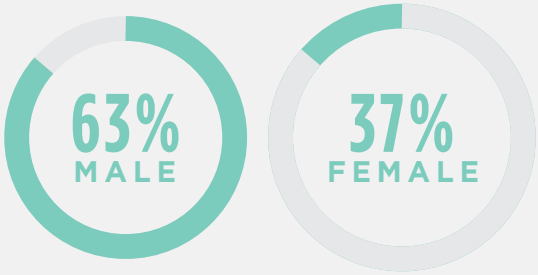
We'll continue to grow our reach on social media through a regular stream of quality content that is both engaging and inspiring. Our social media channels open direct communication with our audience. Thanks to our social media channels, we understand our audience better than ever and the conversation is ongoing.

BRAND OPPORTUNITIES:

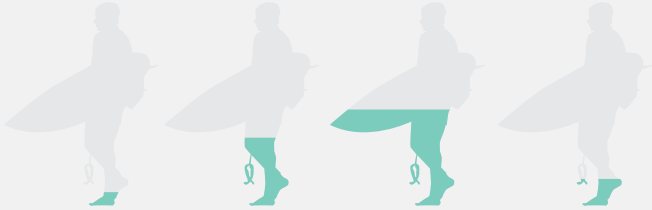
Broadcast your brand to a large and engaged network of viewers and seamlessly align your content with our top quality output through platform take-overs and promoted posts.

THE WAVELENGTH DEMOGRAPHIC

GENDER



AGE



6.7% UNDER 18

28.1% 18-29

42.2% 30-44

23% 45+

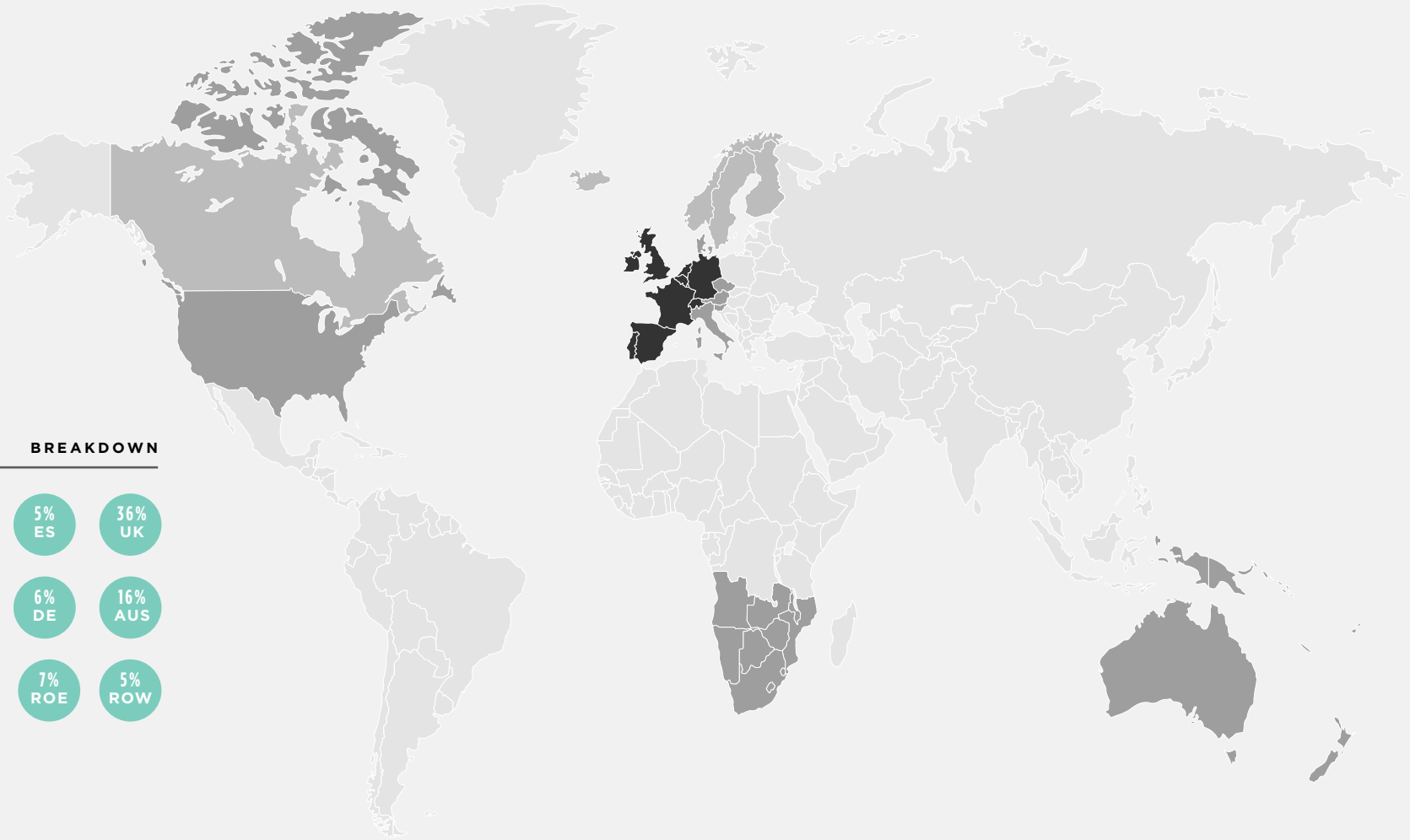
YEARS SURFING

5.3%	< YEAR
27.3%	1-5 YEARS
67.3%	> 5 YEARS

EMPLOYMENT STATUS

THE WAVELENGTH
INTERNATION AUDIENCE

GEOGRAPHIC LOCATION



BREAKDOWN

- 6% FR
- 5% ES
- 36% UK
- 18% US
- 6% DE
- 16% AUS
- 7% ROE
- 5% ROW

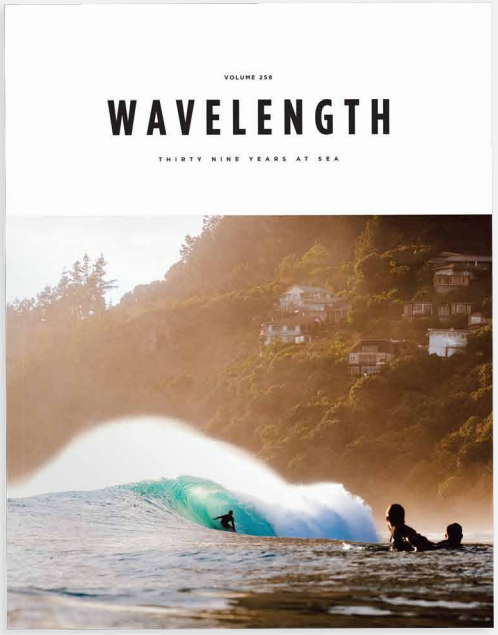
03

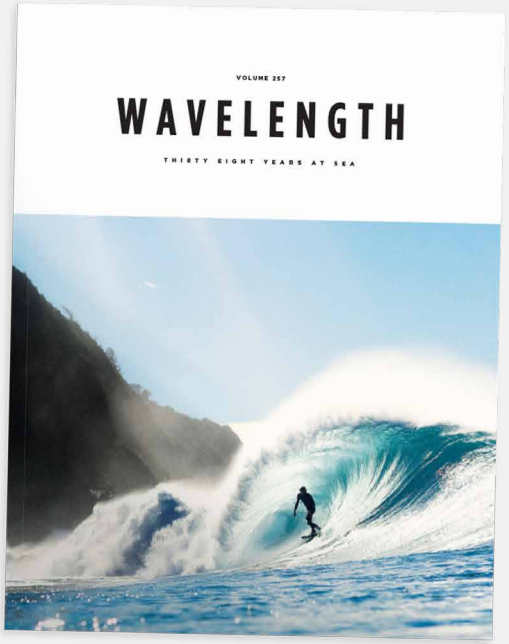
NEWSLETTER

Containing a bite-size round up of the best content published that week, Wavelength newsletters have quickly become one of the premiere channels for both editorial and commercial engagement.

BRAND OPPORTUNITIES:

Distribute your content and deliver your product direct to the inbox of thousands of subscribers, increasing engagement and aligning your brand with the very best of our output.





04

IN PRINT

Welcoming guest editors, long form journalism, quality imagery and inspired design, our collector's editions of Wavelength will stand the test of time.

This year we will be re-calibrating our content output, moving the stories that would once have found a home in our six annual magazines to our digital platforms, allowing us to focus on two collectors editions, released in summer and winter, containing only the highest quality and most timeless content. We feel this will raise the bar on both our print and digital outputs. Engaging with our audience on the right platform is the art of modern publishing. We are no different to our audience in the the way we engage with content and are onboard with the opportunities of today.

Our subscriber and readership numbers confirm that our print editions are still very much sought after and enjoyed and we are sure that with our renewed output and commitment we will continue to stand the test of time.

Print gets read, and the brands that put themselves on our pages noticed.

BRAND OPPORTUNITIES:
Tell your brand stories through what is still the most authoritative, trusted and engaging channel. Increase your visibility and let your content breath, safe in the knowledge it will be given the time and attention it deserves.

PRINT SCHEDULE 2020/21

VOL 259

AUTUMN
WINTER

ON SALE
29 OCTOBER

ARTWORK DEADLINE
8TH OCTOBER

VOL 260

SPRING
SUMMER

ON SALE
20 MAY

ARTWORK DEADLINE
29TH APRIL

40TH ANNIVERSARY EDITION

— 260 —

ONLINE RATE CARD

CLICK HERE TO VIEW SAMPLE AD PAGE

1 SCROLL REVEAL

1200X500

€17 CPM

2 BILLBOARD

970X250

€11.40 CPM

3 STICKY HALF PAGE

300X600

€11.40 CPM

4 MPU

300X250

€5.70 CPM

5 EMAIL BANNER

20,000 SUBSCRIBERS

€115

COLLABORATIONS

1	INSTAGRAM POST BOOSTED USING 20% OF POST FEE	€170
2	PODCAST PLUG 10 SECOND IN CONTENT FEATURE	€350
3	FEATURE ARTICLE	€685
4	COMPETITION	€570
5	PRODUCT POST	€345

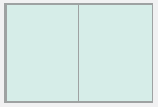
PRINT RATE CARD

WAVELENGTH MAGAZINE

1

INSIDE FRONT/ BACK COVER DPS

420X270MM 3MM BLEED & CROP MARKS

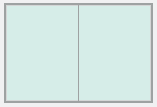


€2,280

2

DOUBLE PAGE SPREAD (DPS)

420X270MM 3MM BLEED & CROP MARKS



€1,710

3

FULL PAGE

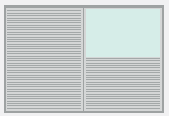
210X270MM 3MM BLEED & CROP MARKS

€1,430

4

HALF PAGE

210X135MM 3MM BLEED & CROP MARKS



€915

05

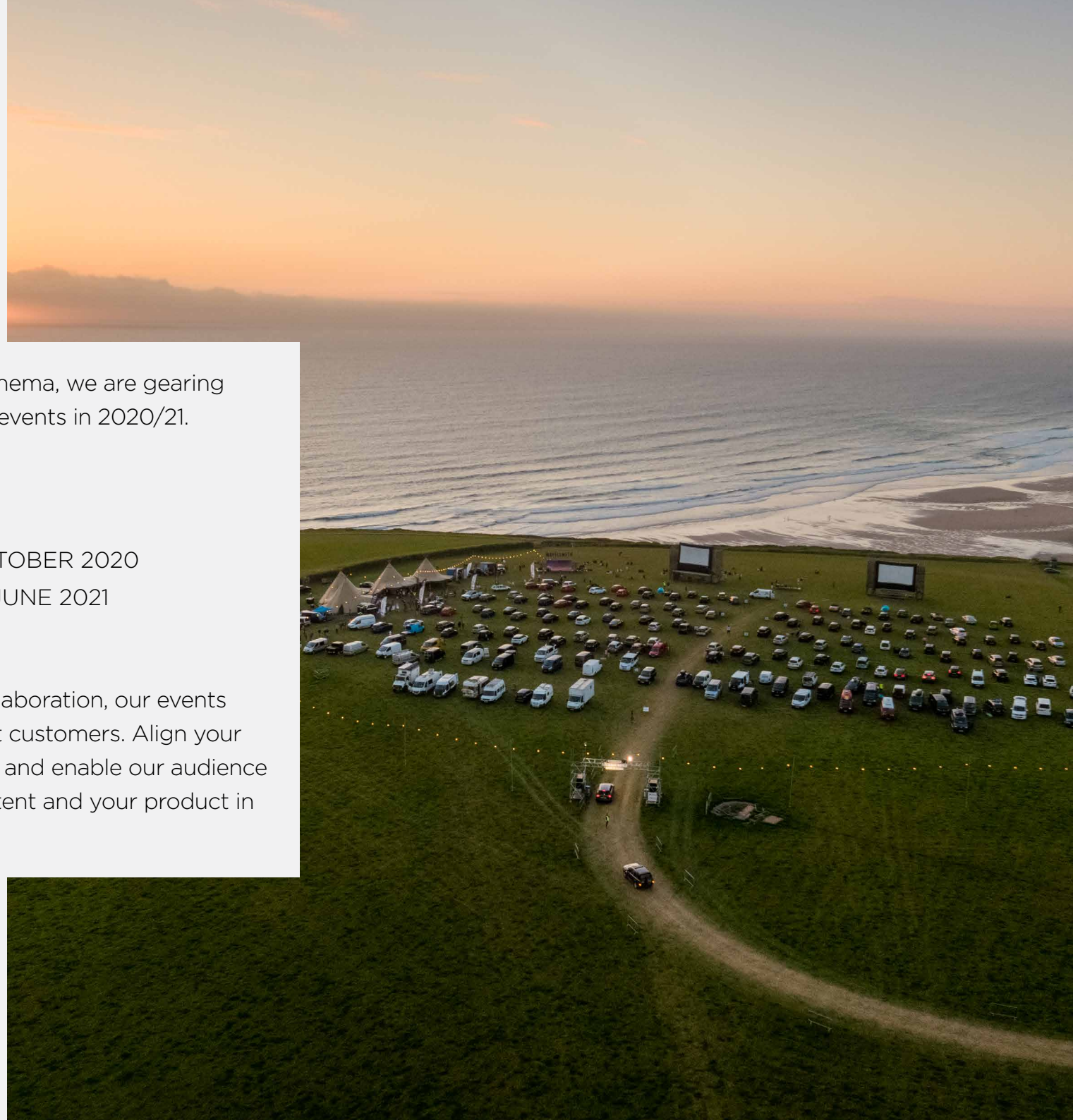
EVENTS

After a summer series of Drive-in cinema, we are gearing up to host many more Wavelength events in 2020/21. Events include:

- FEATURED FILM EVENTS
- NEW EDITION LAUNCHES - OCTOBER 2020
- WAVELENGTH BEACH BURN - JUNE 2021

BRAND OPPORTUNITIES:

Through event sponsorship and collaboration, our events bring you face to face with the right customers. Align your brand with a top quality experience and enable our audience to experience your brand, your content and your product in the best way possible.



08

CONTENT CAMPAIGNS

Creating content that supports a partner's brand story is fast becoming the norm here at Wavelength Media. Whether it's a collaboration with a tourist board, airline, camera company, travel co. or lifestyle brand, Wavelength Media are best placed to work with brand ambassadors, film crews, photographers and producers to create content for you. Produced content will then be spun out across our channels and could even be the main feature of a Wavelength event.

WAVELENGTH MEDIA

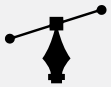
WE MAKE IT HAPPEN

Wavelength Media is a marketing agency for the modern day.

With a combination of data insights, strategy, design, technology and content creation, we know how to deliver end to marketing campaigns on an ongoing basis.

As the publishers of Wavelength surf magazine we are the owners of European surf culture. We understand the power of credibly connecting brands with true stories and inspirational living.

STRATEGY



DESIGN

DIGITAL

CONTENT

WLMEDIA.CO.UK

WHERE TO FIND US

LONDON

MOTHER
The Biscuit Factory
10 Redchurch Street
London
E2 7DD

EXETER

THE GENERATOR
Quayhouse
Kings Wharf
Exeter
EX2 4AN

NEWQUAY

C-SPACE
5-7 The Crescent
Newquay
TR7 1DT

HOSSEGOR

PAUL'S HOUSE
5 Rue Henri IV
Capbreton
40130
France

HELLO@WLMEDIA.CO.UK