

WAVELENGTH

MEDIA PACK

2022

SINCE

1981

PARTNER WITH

WAVELENGTH

2022

WAVELENGTH EVENTS, MEDIA AND ONLINE SHOP

Wavelength is a specialist media and events co. Established in 1981 and built on a genuine understanding of what its audience of readers, customers, ticket holders and members are looking for.

We inspire people to get outdoors, be healthy and live more sustainably. We take a positive view on how we can live more in sync with the natural rhythms of our world.

Adventurers, storytellers, filmmakers, photographers, inspirational people and places are brought to our audiences by a passionate and skilled team of creatives.

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

Throughout the year we invite our audiences to join us in person Wavelength Events. Live music, Drive-in Cinema, Film Festivals and The Blue Earth Summit are all run to inspire, educate and entertain our audiences in every way.

The Wavelength Shop is a highly efficient way to connect brand partners with our audience. Media led, retail partnerships enable brands to tell their stories, elevate their values, and directly match media spend with product sales. By connecting our audience with the brands they love through a voice they trust, we will continue to establish long lasting media partnerships where quality content thrives. In doing so we have found a way to give readers, brands and our platform exactly what they want.

Overall engagement across Wavelength is at an all-time high. The brands we work alongside reflect the values for which we are well known. Original stories, quality content and a point of view that we can all be inspired to do more to better protect the future of our planet.

Lets keep it entertaining,
FOUNDER - Wavelength Media

Will Hayler

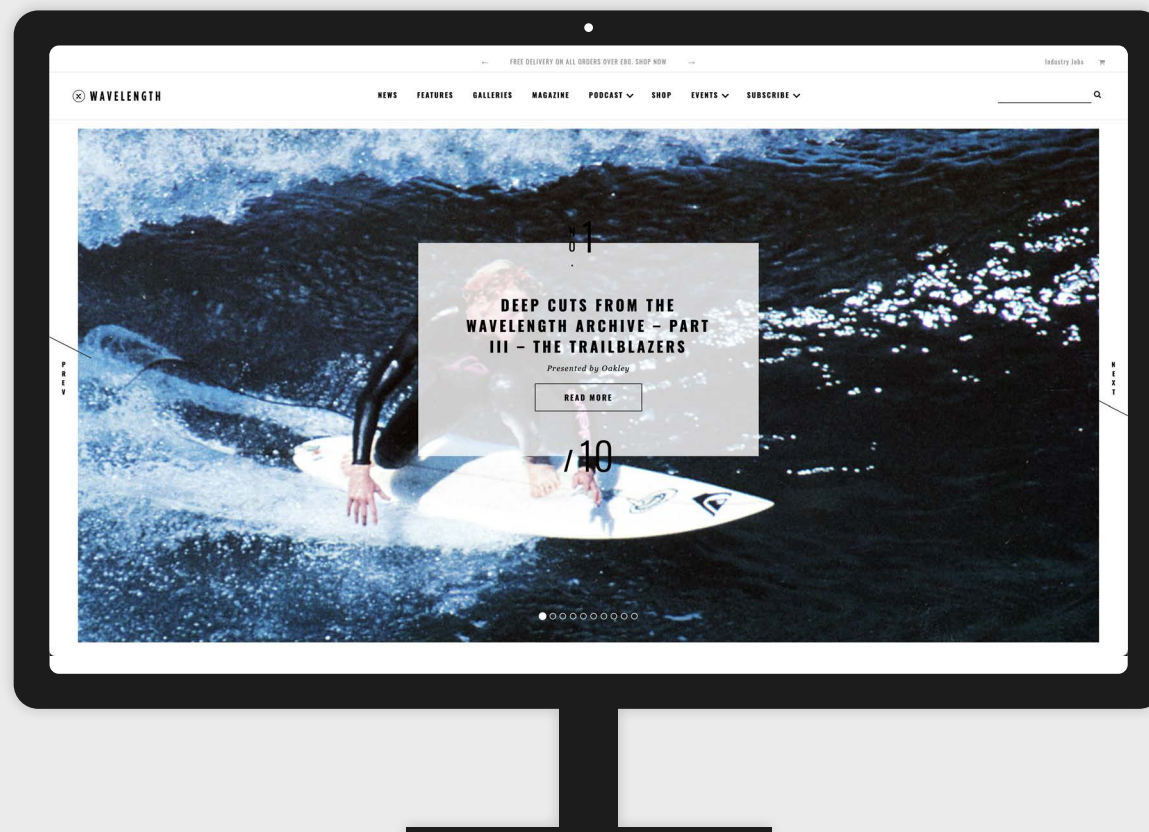
01

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.

[GO TO SITE](#)

OUR PLATFORMS

MONTHLY

151,603 SESSIONS

121,204 USERS

244,701 PAGE VIEWS

.COM

PRINT & DIGITAL READERSHIP

107,000

SOCIAL



MONTHLY SOCIAL REACH

2,509,787

MONTHLY
GROWTH
RATE

7%

EMAIL

98,000

COMBINED AUDIENCE

EVENT

TICKETS ON SALE

50K

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.

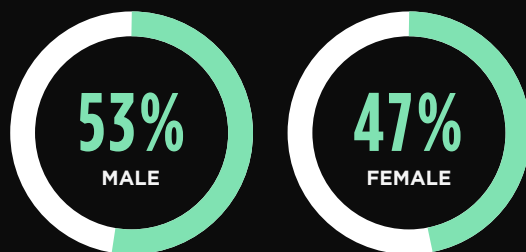
BRAND OPPORTUNITIES:

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.

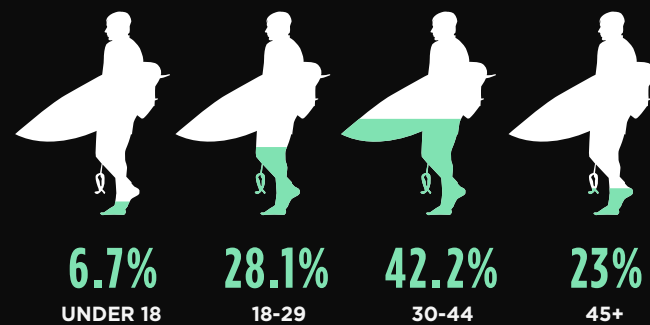


DEMOGRAPHIC

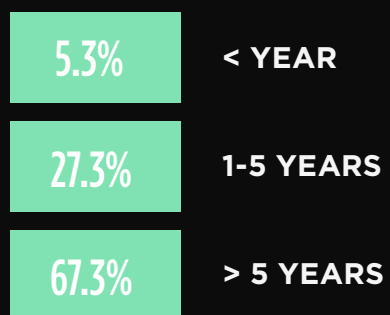
GENDER



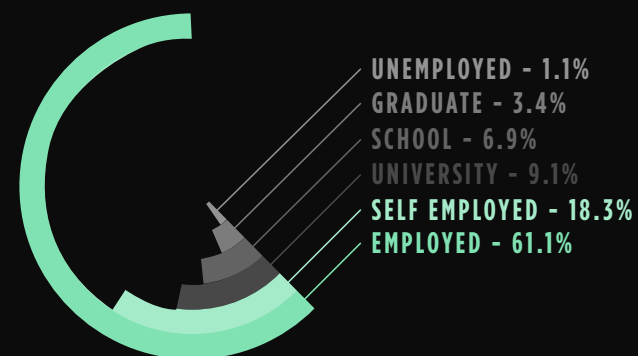
AGE



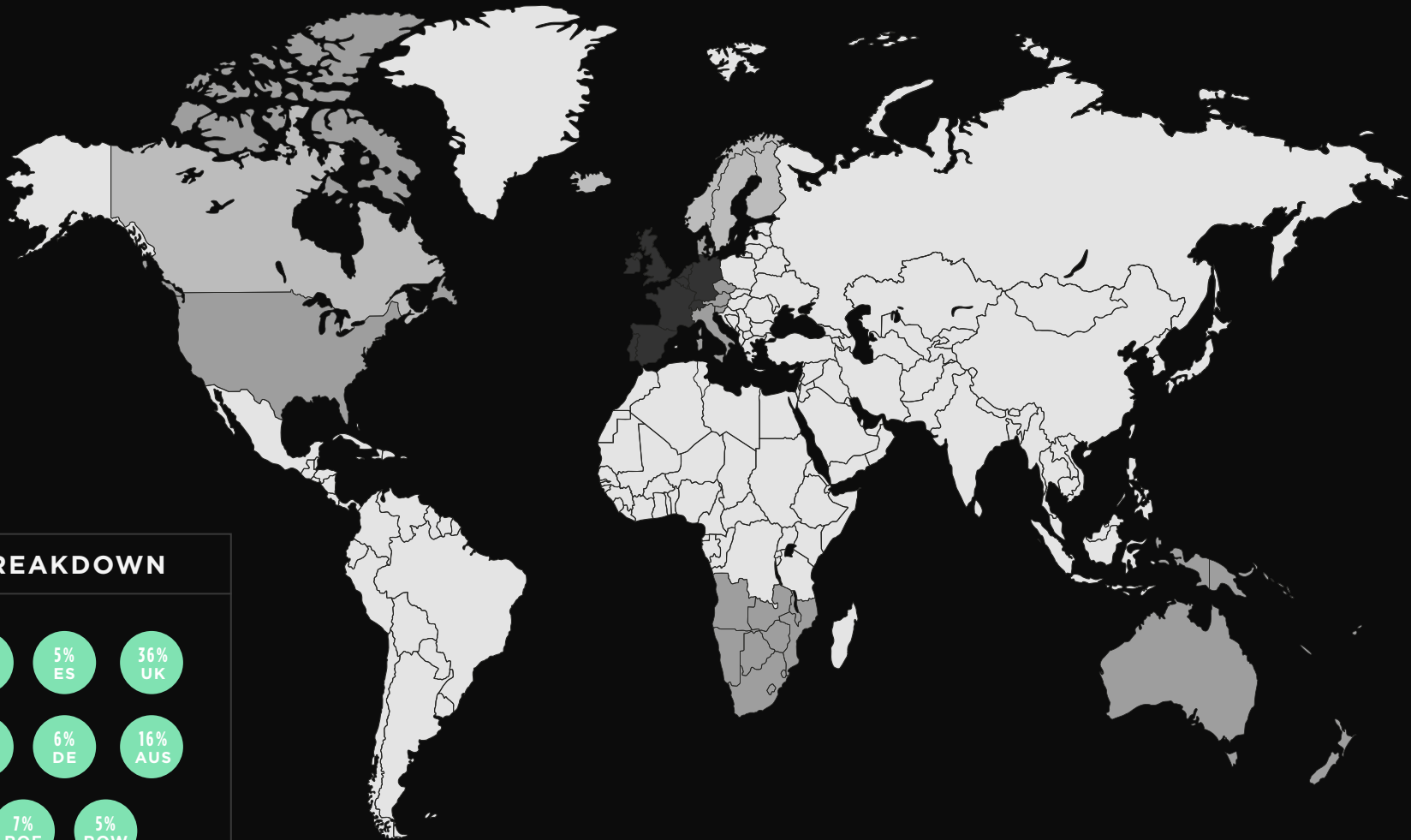
YEARS SURFING



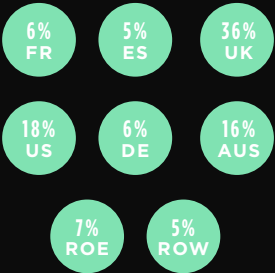
EMPLOYMENT STATUS



INTERNATIONAL AUDIENCE



BREAKDOWN



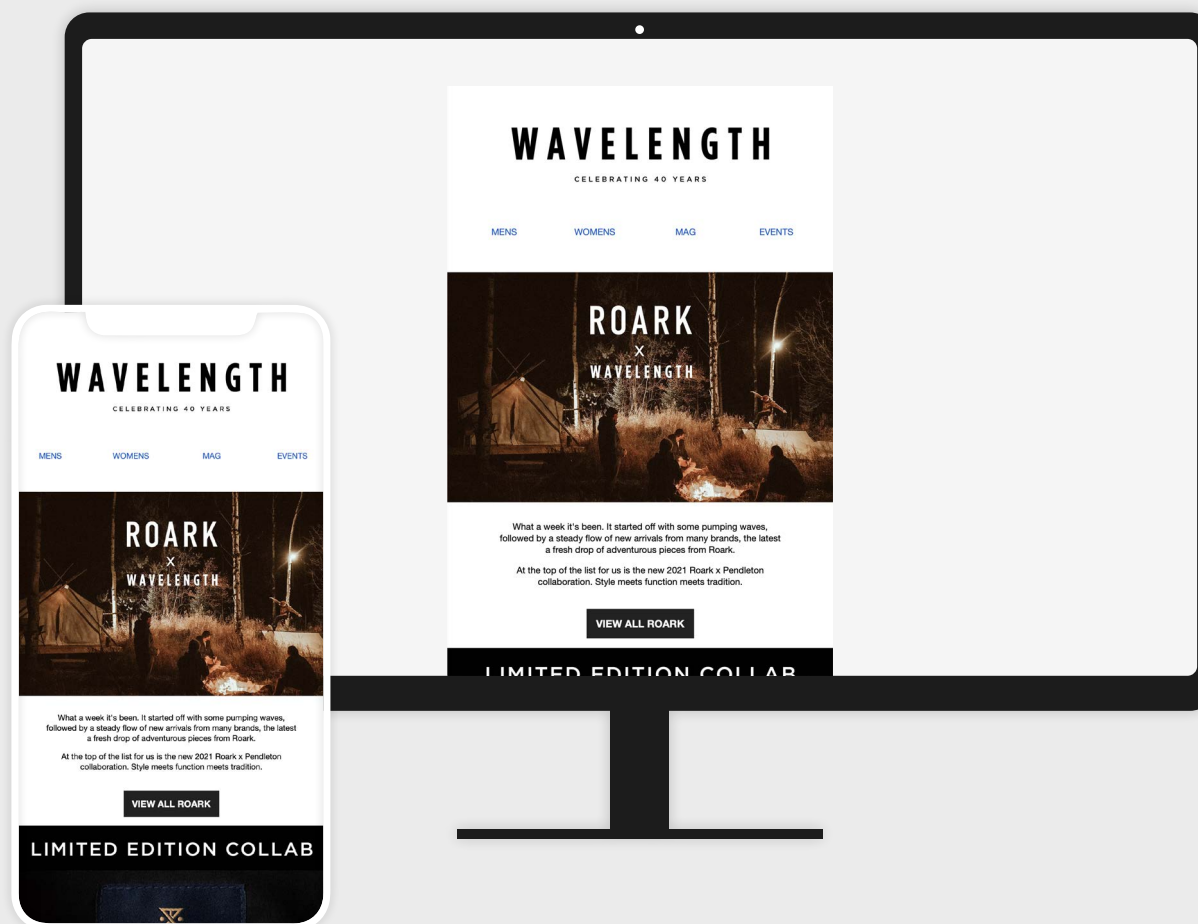
03

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.

[GO TO SITE](#)

04

IN PRINT

Established in 1981 Wavelength is Europe's longest-running surfing publication, celebrating 40 years in print.

Today Wavelength is a fully reader-supported publication with more paying subscribers than any other surfing title in Europe.

Each of our bi-annual offerings contain 144 pages of timeless long-form stories that cut through the frenetic energy of the digital world and reach deep into every corner of surf culture.

Each volume sits much closer to a book than a magazine. We have a longstanding dedication to long-form story telling, world-class imagery and unparalleled design, all converging to create a collection of timeless surfing editions delivered to the doorstep of dedicated surf readers across the world.

Wavelength print volumes remain a highly sought after content medium, taking pride of a place on every discerning surfer's bookshelf for many more years to come.

BRAND OPPORTUNITIES:

Digital will never fully replace print. They offer two different experiences. Wavelength print volumes enable partners to elevated themselves above the digital noise and tell their brand stories through what is still our most authoritative, trusted and engaging media channel. Increase your visibility and let your timeless brand content breathe, safe in the knowledge it will be given the time and attention it deserves.



PRINT SCHEDULE 2022

VOL 262

**SPRING
SUMMER**

**ON SALE
19 MAY 2022**

**ARTWORK DEADLINE
28 APRIL**






VOL 263

**AUTUMN
WINTER**

**ON SALE
6 OCTOBER 2022**

**ARTWORK DEADLINE
15 SEPTEMBER**

ONLINE RATE CARD

1	2	3	4	5
SCROLL REVEAL	BILLBOARD	STICKY HALF PAGE	MPU	EMAIL BANNER
1200X500	970X250	300X600	300X250	71,000 SUBSCRIBERS
				
€ 17 CPM	€ 11.40 CPM	€ 11.40 CPM	€ 5.70 CPM	€ 115

COLLABORATIONS

1	INSTAGRAM POST BOOSTED USING 20% OF POST FEE	€ 170	4	COMPETITION	€ 570
2	PODCAST PLUG 10 SECOND IN CONTENT FEATURE	€ 350	5	PRODUCT POST	€ 345
3	FEATURE ARTICLE	€ 685	6	BRANDED EMAIL	€ 685

PRINT RATE CARD

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

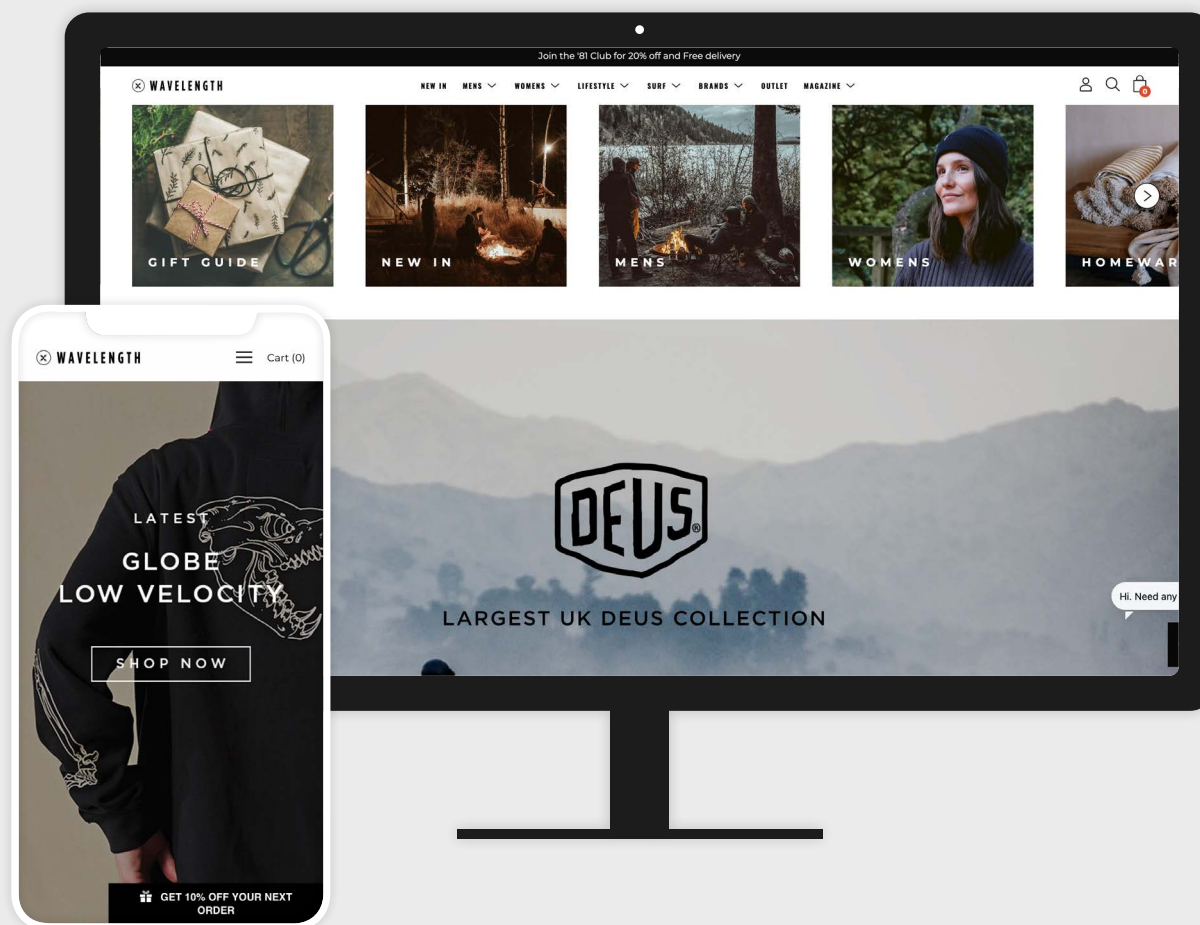
SURF SHOP

QUALITY PRODUCT FOR DISCERNING SURFERS

A curated shop for the discerning surf lifestyle audience. Enabling brands to elevate their values and sell direct.

A circular partnership that directly rewards media spend with retail sales.

A one stop shop for surf brands of the future.

[GO TO SITE](#)

06

EVENTS

WE ARE SET TO HOST MORE WAVELENGTH
EVENTS IN 2022

THE SPRING CLASSIC

27-30 MAY - NORTH DEVON

A celebration of live music, ride culture and van life
overlooking Woolacombe Bay.

THE DRIVE-IN

JULY - SEPTEMBER - NORTH CORNWALL

The Drive in returns for a 3rd summer with the addition of
a clifftop diner and bar as an exclusive destination alongside
our world famous 60ft open air cinema.

WAVELENGTH SURF FILM FESTIVAL

JULY - SEPTEMBER - OCTOBER - ON TOUR

Celebrating creative surf film making to shine a light on
every aspects of surf culture.

BLUE EARTH SUMMIT

11-13 OCTOBER - BRISTOL

Harnessing the power of the outdoors to positively define
a more sustainable future for people and planet.

BRAND OPPORTUNITIES:

Through event sponsorship and collaboration with our
partnerships team we enable brands to be part of the
overall event experience and get in with the right crowd.

GO TO SITE



**SPRING
CLASSIC**

WATERGATE BAY

DRIVE-IN

DINER - BAR - CINEMA



Blue Earth
SUMMIT

07

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.

[WATCH VIDEO](#)



WE MAKE IT HAPPEN

Wavelength is made up of leaders, disruptors, thinkers and creators. We work with brands to define their purpose, create content that connects with the right audience and find funding by doing business for good.



STRATEGY



CONTENT



VENTURES

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

HELLO@WLMEDIA.CO.UK