

WALKS AROUND BRITAIN



WALKS AROUND
BRITAIN



Media Pack 2020

Television • Website • Radio/Podcasts
Live Streaming • Social Media • DVD



When we launched **Walks Around Britain** in 2009, we wanted it to be different.

Firstly we **focused on walks between 2 and 8 miles** - suitable for day walks.

Secondly, we wanted to show there are **great walks all across the country**, not just in the same old areas TV and books cover.

And thirdly, we made mini-tv programmes **showing what the walks were like**.

**Britain's leading
digital destination for
short walks and
walking information**

Now, after 10 years, the
Walks Around Britain brand
is **Britain's leading digital destination
for short walks and walking information**
across the website, social media, web video, DVD and
our **own branded television series** shown the UK and worldwide.

We talk to more walkers than any other multimedia, multi-platform organisation in Britain.

**Welcome to
Walks Around Britain**



Walks Around Britain is the country's leading short walks brand. We're across all major platforms - television, the web, audio podcasts, live streaming, social media and DVD. We're an established player, being around since 2009, with a growing reputation for what we do - we won the **MyOutdoors "Best Digital Media Production 2017"** award.

Our guiding principal is our passion to get more people out walking - be they old or young, single or couples, with or without dogs. Because the more people we can inspire to get outside, the better for us all.

- **The most followed British Twitter account in the world dedicated to short walks - over 36,900 followers**
- **A television series watched by over 40.8 million viewers in total in the UK - that's 27 times more than read Country Walking magazine in the same period.**

Country
Walking
magazine



Walks
Around
Britain TV



- **A podcast with 44,700 plays over the last 12 editions**
- **A website regularly with 20,000 unique visitors monthly**



Our Headlines

In January 2016, the first season of **Walks Around Britain** started showing on Community Channel.

By January 2019, five seasons of **Walks Around Britain** are being shown on **20 UK television channels** as well as **worldwide on Amazon's Prime Video**, with **season 6 filming in November** and **season 7 in early 2020**.



The television series **Walks Around Britain** has been incredibly well received - both by audiences and by broadcasters - and validates our passion and commitment for **high quality content with a purpose and vision**.

It is regularly **in the top 10 programmes** on each of the 20 UK television channels who broadcast the series and an amazing **one-third of the viewers on Amazon's Prime Video** are from the United States.

"Britain's best walking programme"

Outdoors Magic website

Watched by

40.8 million
viewers in total to date
across all channels

The reason for this success is our **clear vision** behind the series.

We want to **inspire people to get out walking** and to **discover the Great British Countryside...** and we do that in an **engaging and friendly** manner.

The **walks are the stars of our series**; not celebrity presenters, and we focus on walks most people can actually do for themselves.

And our viewers respond to that. That's why to many, **we are the best walking programme...**

About our Television Series

Following on from our successful television series, in January 2019, we launched what is the **world's first video subscription website dedicated to walking and the outdoors**. Think of it as "Netflix for walking".

Available around the world and powered by the people behind Vimeo, the **Walks Around Britain** video subscription site means we have a platform to talk to our viewers directly.



The subscription site has **every edition of our TV series** available **on demand and in High Definition** too - up to now, all the TV channels broadcasting our series do so in standard definition.

It will also feature **exclusive interviews and advice videos** from the Walks Around Britain team, as well as every **edition of the Walks Around Britain Podcast too** - days before they go onto Google Podcasts and iTunes.

The big draw for the video subscription site though is our commitment to a **brand new edition of Walks Around Britain every month** available on the subscription site **FIRST**.

This is a major change for us, and means we move to **all-year round production for our TV series**. Just like Hollywood films, we'll have a window of exclusivity meaning new editions start of the subscription site first, then go to Amazon's Prime Video and then eventually packaged into a season of seven programmes for broadcast television.

With **monthly and yearly subscription packages** available, the **Walks Around Britain** video subscription site **moves our connection to our audience to another level**.

Get a 7-day free trial at walkaroundbritain.vhx.tv

**A brand new
edition of
Walks Around Britain
every month
on the
"Netflix for Walking"**

**About our
Subscription site**

Walks Around Britain started life being just a website - back in 2009.

Even with the podcasts and TV series, the **website is the lynch pin for the whole brand** - providing a central resource for everything we do.

From our website, **viewers to our TV series can print off route directions** for all our walks - as well see the **information about where we stayed and how we got to each of the walks.**

Listeners to our podcasts can find information about what was in each edition, and easily listen to editions they may have missed.

One of Britain's most visited walking websites

The **Walks Around Britain** website also a wealth of **information about walking in Britain**, from guides to Public Rights of Way to how to get children out into the countryside.

Visitors can plan their holidays around all the walking festivals with our comprehensive **Walking Festivals Calendar**.

And not forgetting our ever useful **Beginner's Guide to Walking** and our **Top 5 lists** with our professional choice of the best kit.



Regularly visited by
20,000
unique visitors
a month

Average dwell time
10 mins
per visit

About our Website

We're a very social bunch at Walks Around Britain.

And it was just our ability to listen and converse which has brought us our amazing social media followings.

We're the **most followed British short walks account on Twitter** - with a staggering **36,800 followers**.

If you want to talk to the largest group of social walkers, then talk to us first.

**We're the
most followed
British short walks
Twitter account
in the world**

More than
36,900
followers on Twitter

More than
10,700
likes on Facebook

Regular reach of
20,000
a week on Facebook

About our
Social Media



We're on all the major social media platforms our audience use... Twitter, Facebook, Instagram, YouTube, Periscope, Pinterest, Flickr.



We launched the **Walks Around Britain** podcast back in 2012, and since then, its mix of **walking news, features** and **interviews** have gained a large following - so much so it has become the most listened to outdoor podcast of its kind in Britain.

The 30 minute programme is hosted on [AudioBoom](#) and is available on [Google Podcasts](#), [iTunes](#), [Stitcher](#), [Castbox](#), [RadioPublic](#) on our [YouTube channel](#) and on our [website](#).



**"the best Radio 4 programme
not on Radio 4"**

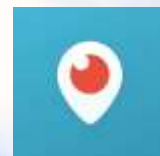


The last 12 podcasts have been played
44,700 times

About our
Podcast

Just three years ago, the idea of broadcasting live from anywhere in Britain to an audience worldwide by simply using a smartphone was technically impossible.

But the tech and media worlds move faster than ever now, and apps like Periscope and Facebook Live allow live video and audio to be streamed to portable devices and computers no matter where they are in the world.



With our skills in producing programmes for broadcast television, **we're leading the way** in using these new streaming platforms to **highlight fantastic places to go walking in Britain**. Be that showing behind-the-scenes as we're filming a walk for the Walks Around Britain TV series, or visiting especially to do a live broadcast.

Showing a worldwide audience the best of Britain - LIVE

Live streaming will undoubtedly become more and more popular, and destinations and accommodation providers need to be thinking about how they market themselves in this new medium. Our expertise in talking to walkers makes us a valuable partner in live streaming.

Facebook Live

The growing collection of Facebook Live's



Wales Coast Path 1

More than

10,700

likes on Facebook

More than

36,900

on Periscope / Twitter

About our Live Streaming

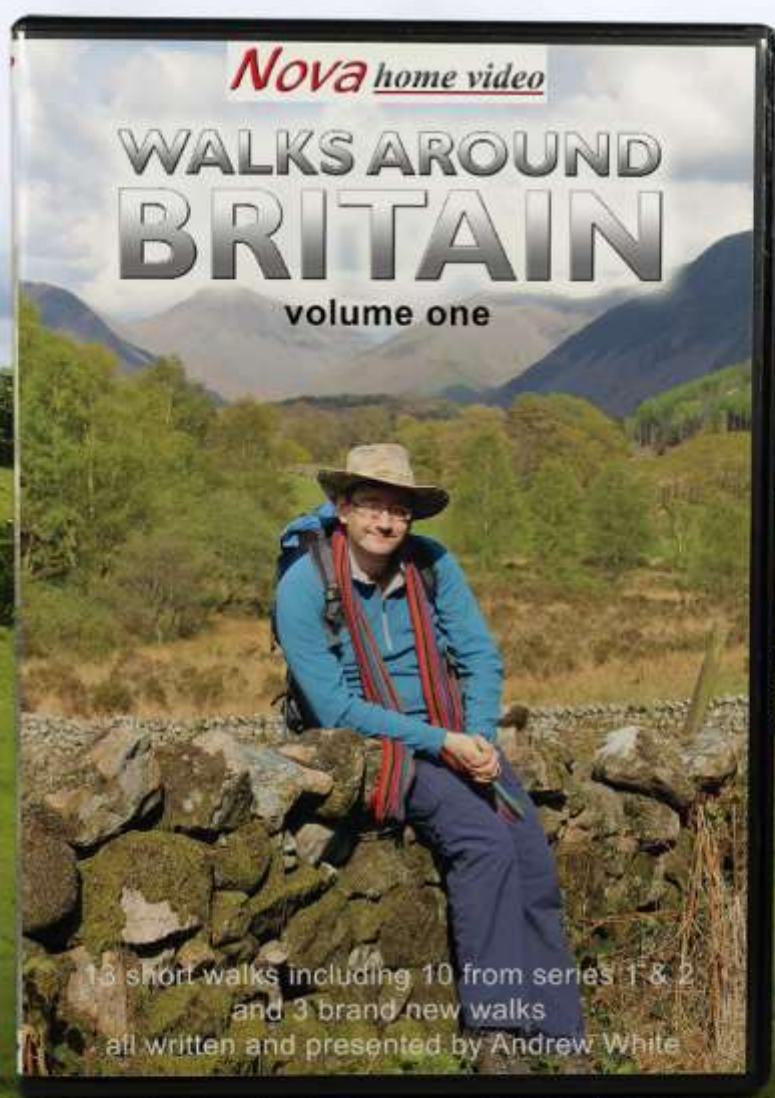
We'd always planned on releasing a series of DVDs of our walks, and after the first two seasons of our television series, it seemed like a fantastic time to start.

We released this first DVD in December 2016, the very first DVD as a test to see how it went - and we were so happy with the response that we decided in our 10th Anniversary year of 2019 to begin to release a full range of **Walks Around Britain** DVDs.

From our "*Best of*" volumes, which have 10 choice walks from two seasons, *themed titles* with 10 walks based on a common theme, and *location based titles* with 10 walks all from the same area; there's something for everyone.

Our aim is to use the growing range to push out the **Walks Around Britain** brand and ethos to a wider audience, bringing them to our other platforms - and we're talking to a range of retailers about stocking our titles.

Our DVDs are perfect to use as **subscription gifts for magazines** and we're actively investigating options for **cover-mounted** and **box-mounted promotions** for future DVD titles.



In addition to physical DVDs, all of the exclusive titles we are planning for release on DVD will also be available to **stream or buy on Amazon Prime** and also to **buy or rent on our "Netflix for Walking" subscription website** - enabling keen outdoor walkers around the world to enjoy our content.

About our DVDs

Our audience is an amazing group of people - unique in the outdoor industry. For instance, **45% of them class themselves as new to walking**. Who else has an audience that hasn't developed loyalty for an outdoor brand? **40 % of our audience have a family** and yet **32% are over 65** - our **"Silver Walkers"**. And our dog-friendly ethos shines through with **34% having at least one dog**.



40%
are families with
children under 16



34%
have at least
one dog



89%
are looking for
new places to walk



68%
mostly take
holidays in the UK



32%
are over 65;
our **"Silver Walkers"**

45%
say they are
new to walking

For more insights into our audience across our various platforms, please visit walksaroundbritain.co.uk/advertisewithus or contact Catriona Russo or Andrew White on 01302 410062.

About our Audience

Look at the other magazines, books, TV series, DVDs around, and you'll be forgiven for thinking people only go on long distance trails, climb the tallest mountains and tick off all the Wainwrights...

But we know that's not true.

The market for the **short walk** - our magic figures of between 2 - 8 miles - **vastly outweighs** those doing hill-walking.

We've become the **home of the short walk in Britain** - and we've done that by **distinctly focusing on several target markets** - **ones most other media ignore**. Yet another factor of what makes us different.



- **Families**
- **Dog Owners**
- **New Walkers**
- **Weekend Walkers**
- **Silver Walkers - the over 65s**

About our
Target Market

The same award-winning team behind the **Walks Around Britain** television series and DVDs are also available to **produce engaging and dynamic video content** to help you communicate with directly and effectively with your customers.

Whether you need **product sales videos, explainer videos, B2B videos** or even **3D visualisation videos**, we have the team, the skills and the expertise to bring your message to life.

And because of our **six years of experience** filming and editing **outdoor videos and television programmes**, we are **particularly in sync with outdoor brands** and their needs and objectives.

For **outdoor brands**, there's a **very special discount package** for clients taking our production services for their video content and any of our other commercial opportunities.

Join **CASIO, Viewranger, Webtogs** and many other companies, government agencies, councils, charities and groups in trusting the team behind **Walks Around Britain** to tell their story to the world - and in 4K / UHD too.



**Always
On time
On brief and
On budget**

**Our
Production
Services**

With **Walks Around Britain** encompassing the **television series**, the **website**, the **podcasts**, **DVDs**, **live streaming** and **social media**, there's a range of opportunities to work with us to get your message out to our audiences.

Whether it's a **banner advert on the website** or **product placement spots on our television series** for both destinations/accommodation providers and kit manufacturers, options to suit all budgets are available.

Below we've listed a few of the most tempting opportunities - some of which have been specially discounted, but please visit [our website](#) for the full list of what is available, and for more information about these offers too.

• Television series

Sponsorship on TV

- 4 x 10 sec "Sponsored by..." idents on each edition
- Information and links on our website
- Branded short videos perfect for social media
- 3 year deal reaching around 4.5 million viewers

Discounted £7,000 per 7 programme season

Product placement for destinations / accommodation

- Presenters starting/finishing walk accommodation
- Destination featured as a great place to go walking
- Information and links on our website
- Short video perfect for social media sharing

£750 for 2 walks

• Radio series / Podcast

Sponsorship of our walking and outdoor radio series / podcast

- Audible sponsor message at the start, middle and end of each edition
- Logos on the show notes, podcasts page of our website and on the YouTube versions
- Dedicated brand page on our website
- Ability to embed the podcasts on any website or blog and share on social media

Discounted £150 per edition or £1,500 for 12 editions

• Website

Site wide sponsorship

- 336x280 Large Rectangle on Home Page
- 336x280 Large Rectangle on all Section Pages
- 250x250 Square on all pages
- 30 Tweets including your nametag

£450 per month

"Walking Festival" section sponsorship

- Large logo on all Section Pages
- 300x250 after every fourth Walking Festival listing
- 10 Product/Service led Tweets & 3 Facebook posts
- Logo on the Social Media card image on shared URLs

£100 per month

Our Opportunities



For more information, contact
Catriona Russo
or
Andrew White
on
01302 410062

We're always happy to have a chat
about what we do
and how we can work together,
so please phone us or email us at
advertising@walksaroundbritain.co.uk

Our
Contacts