

bws.org.uk



Photo : Johnny Hayward

20 | MAGAZINE 26 | GUIDELINES

ARTICLE ENQUIRIES

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About British Water Ski & Wakeboard



British Water Ski & Wakeboard is the National Governing Body for water skiing and its related disciplines in Great Britain and is recognised as such by UK Sport and Sport England.

British Water Ski & Wakeboard is responsible for the development of the sport, co-ordination of national and international competition calendars, selection of national teams, training and registration of coaches and officials and increasing the opportunities for participation in the sport for all residents of this country, including the disabled.

We provide coaching programmes from the grass roots level through to our top athletes. We also actively encourage newcomers to the sport, promote good practice and safe conduct and work to enhance and improve standards of coaching and driving. We also maintain highly active competition programmes in all divisions of the sport.





Readership & Advertising



Waterski & Wakeboard magazine

Waterski and Wakeboard magazine is the official members' magazine of British Water Ski & Wakeboard and with a readership of over 6,000, is directed at the real water ski enthusiast. Each issue includes news and reviews backed up with exciting features, tips and extensive event coverage from the world of water skiing and wakeboarding. We publish four issues per year and each issue is mailed direct to a readership who are both committed and active within the sport. In a typical year British Water Ski & Wakeboard has circa 6,000 members, representing the true enthusiasts and the heart of the sport in the UK.

Advertising opportunities

Each issue of the magazine provides opportunities to promote your products or services throughout the magazine.

Please download the 2026 rate card here: [DOWNLOAD.pdf](#)

At a glance:

- Total readership: 6,000 members
- Frequency: 4 issues per year
- Affiliated Clubs: 103 affiliated clubs, cables and ski schools



Your contribution



How much copy should I write?

Please see the guide below which will help you with the word count for each section of the magazine.

Shortlines

Short column	(x1 pic)	100 - 125 words
Single column	(x1 pic)	180 - 200 words
Qtr page	(x1 pic)	120 - 150 words

Events Scoop

Single column	(x1 pic)	180 - 200 words
Qtr page	(x1 pic)	120 - 150 words
Single page		250 - 500 words

Feature pages

Single page		250 - 500 words
Double page spread		500 - 1000 words

What format should I use?

It is helpful to us if you would supply your copy in a single Microsoft Word file with clear indicators for the main heading and subheadings.

If you do not have Word you can send your text in the body of your email. If possible use Microsoft Outlook Express.

Where do I send my copy?

Please send your copy to: editor@bwsf.co.uk



It's all about the image



How should I send my image files?

You can send your JPG image files via email as an attachment or for larger files use www.wetransfer.com. Name each photo with the heading title from your article followed by image 1 - 2 - 3 depending on how many images you are sending. Please also include the photographer's credit in the title.

JPG example: Article name - image 1 - photo credit.jpg
Article name - image 2 - photo credit.jpg
Article name - image 3 - photo credit.jpg

Please note: Do not embed images into word files or the body of an email

Acceptable file formats

JPG - EPS - TIF - PDF are all acceptable file formats. Each file should be saved as CMYK with a minimum resolution of 300dpi. When saving and compressing a JPG file, please use the highest setting possible.

Where should I send my image files?

Please send your image files to: editor@bwsf.co.uk

Who should I speak to about my copy?

To discuss your proposed article, you can speak with the editor who can assist you with any queries or technical information. We are here to help.

Please email your query to: editor@bwsf.co.uk

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Water Ski & Wakeboard Magazine Production Schedule - 2026

ISSUE	COPY DEADLINE	ADVERTISING	DESIGN STUDIO	PRINTING	MAILING HOUSE
SPRING	1st March	2nd Feb	2nd March 25th March	26th March 3rd April	4th April
SUMMER	1st June	1st May	2nd June 24th June	25th June 3rd July	6th July
AUTUMN	1st Sept	3rd Aug	2nd Sept 24th Sept	25th Sept 5th Oct	6th Oct
WINTER	1st Nov	1st Oct	4th Nov 24th Nov	25th Nov 4th Dec	7th Dec

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ITS ALL ABOUT THE IMAGE

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