

MAKING PLANS TO PROMOTE YOUR BUSINESS FOR 2018?

Take a look at Plymouth's official 2018 Visitor Guide

After the success of the Plymouth's 2017 quality Visitor Guide, we are delighted to say that we are now working on producing the 2018 Guide which will be published in January 2018.

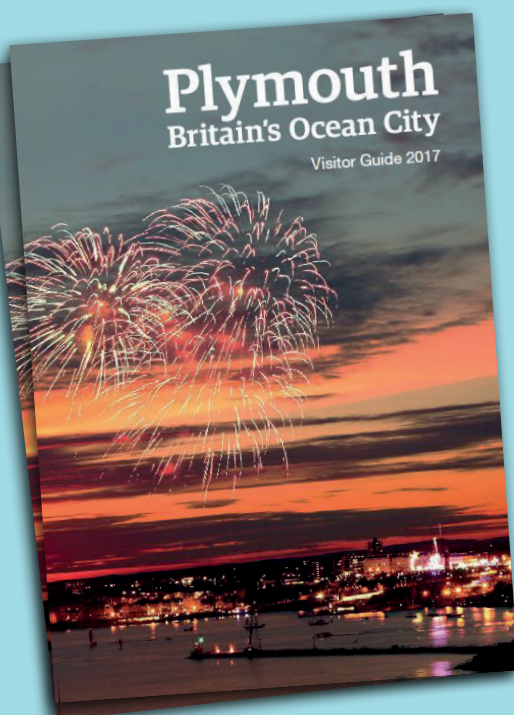
Brought to you by Plymouth City Council, Plymouth Waterfront Partnership, Plymouth City Centre Company and Destination Plymouth, the 2018 Visitor Guide will contain all the information visitors need to discover the attractions and events which Britain's Ocean City will have on offer in 2018. Last year's edition was warmly received and proved to be an invaluable tool for potential visitors. If you advertised in the 2017 edition, then you will also benefit from a 10% discount on your advertising. The previous edition can be viewed as a digital guide [\[here\]](#).

The Plymouth Visitor Guide 2018 will be:

- A handy A5 size with 68 full colour pages
- Printed on quality paper and perfect bound
- A minimum of 50,000 copies will be printed – more if the advertising support allows for a larger print run
- 10,000 copies will be distributed throughout the city with 40,000 copies distributed via Westward Marketing at official key points within the Devon, Cornwall and Somerset regions
- Published in January 2018
- The Guide will feature a 60% editorial, 40% advertising split

We will be showcasing what Plymouth has to offer as a visitor destination featuring:

- What's On
- Major Events
- Food & Drink
- Accommodation
- Attractions
- Activities
- Cultural Destinations
- Sport & Leisure
- Shopping
- Outdoor Activities
- Maps
- Travel & Getting Around
- Step Ashore Guides
- Walking Trails



The Visitor Guide will also be featured as a digital brochure on the visitplymouth.co.uk website and will benefit from extensive social media campaigns on Facebook and Twitter, targeting visitors to the city and the immediate area.

We have kept advertising rates as competitive as possible, so that businesses of all sizes can participate.

ADVERTISING RATES:

Quarter page advertisement.....	£225
Half page advertisement.....	£350
Full page advertisement	£650

PREMIUM POSITIONS:

Inside front cover	£1000
Inside back cover.....	£1000

SPONSORSHIPS:

We also have a small number of sponsorship opportunities available, in the style of two page editorial / advertorial spreads.

Sponsors will have full accreditation in the Guide and on the visitplymouth.co.uk website, with a web link from the digital edition.

All rates ex vat.

Please contact us to discuss price for sponsorship.



ADVERTISEMENT BOOKING DEADLINE:

To secure your advert space, please complete the advertisement booking form on the next page and send back to us as soon as possible.

All adverts will need to be received by **1st November 2017.**

Artwork should be supplied as high resolution (300dpi) pdf or jpg.

CMYK only and sent to gemma.axell@plymouth.gov.uk

If files are larger than 10mb in size, please send via wettransfer.com.

ADVERTISEMENT SPECIFICATIONS:

Actual full page size.....	210mm (h) x 148mm (w)
Full page with bleed included	216mm (h) x 154mm (w)
Full page with white border.....	191mm (h) x 134mm (w)
Half page	93.8mm (h) x 134mm (w)
Quarter page	93.8mm (h) x 65.3mm (w)

If you would like any further information or help with making a booking, please contact Gemma Axell on 01752 305995 or email gemma.axell@plymouth.gov.uk.

You will be invoiced for your advertising in January 2018 by Plymouth City Council.

Full page
with white
border

191mm (h) x
134mm (w)

**Quarter
page**

93.8mm (h) x
65.3mm (w)

Half page

93.8mm (h) x 134mm (w)

PLYMOUTH'S OFFICIAL 2018 VISITOR GUIDE

ADVERTISEMENT BOOKING FORM:

Contact Name:

Company Name:

Address:

Postcode:

Tel Number:

Advert space required:
(Quarter / Half / Full page/ Other discussed)

Any comments:

Cost:

Your order number of reference:

Date:

Please return this booking form to gemma.axell@plymouth.gov.uk

Or post to:

Gemma Axell
Marketing & Events Team
Floor 2
Ballard House
West Hoe Road
Plymouth
PL1 3BJ

Plymouth
Britain's Ocean City