

# MAKING PLANS TO PROMOTE YOUR BUSINESS FOR 2019?

## Take a look at Plymouth's official 2019 Visitor Guide

After the success of the Plymouth's 2018 quality Visitor Guide, we are delighted to say that we are now working on producing the 2019 Guide which will be published in February 2019.

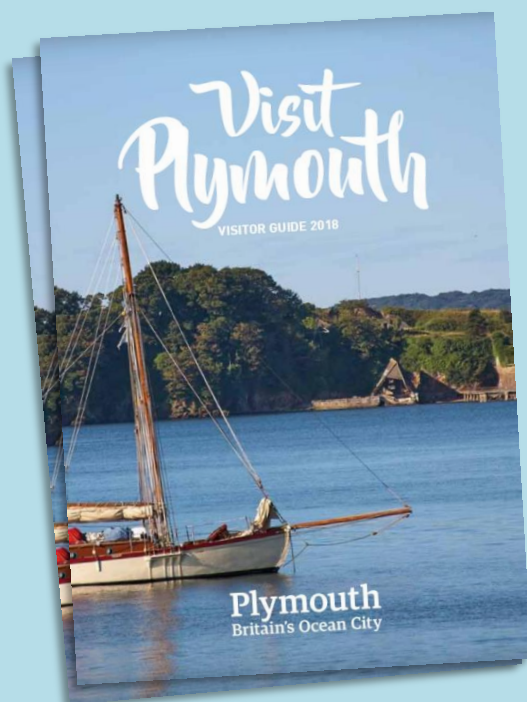
Brought to you by Plymouth City Council, Plymouth Waterfront Partnership, Plymouth City Centre Company and Destination Plymouth, the 2019 Visitor Guide will contain all the information visitors need to discover the attractions and events which Britain's Ocean City will have on offer in 2019. Last year's edition was warmly received and proved to be an invaluable tool for potential visitors. If you advertised in the 2018 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 2019 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 February 2019
- 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](http://visitplymouth.co.uk) website and will benefit from extensive social media campaigns on Facebook, Twitter and Instagram, 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..... £300
- Half page advertisement..... £500
- Full page advertisement..... £800

### PREMIUM POSITIONS:

- Inside front cover..... £1,100
- Inside back cover..... £1,100

### PREMIUM POSITIONS:

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

### 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](http://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:**

<p>To secure your advert space, please complete the advertisement booking form and send back to us as soon as possible.</p>	<p>Artwork should be supplied as high resolution (300dpi) pdf or jpg. CMYK only and sent to <a href="mailto:gemma.axell@plymouth.gov.uk" style="color: white;">gemma.axell@plymouth.gov.uk</a></p> <p>If files are larger than 10mb in size, please send via <a href="http://wetransfer.com">wetransfer.com</a>.</p>
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### ADVERTISING 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](mailto:gemma.axell@plymouth.gov.uk).

You will be invoiced for your advertising in February 2019 by Plymouth City Council.

<p><b>Full page with white border</b></p> <p>191mm (h) x 134mm (w)</p>	<p><b>Quarter page</b></p> <p>93.8mm (h) x 65.3mm (w)</p>
<p><b>Half page</b></p> <p>93.8mm (h) x 134mm (w)</p>	