

visit exeter

official city guide 2018

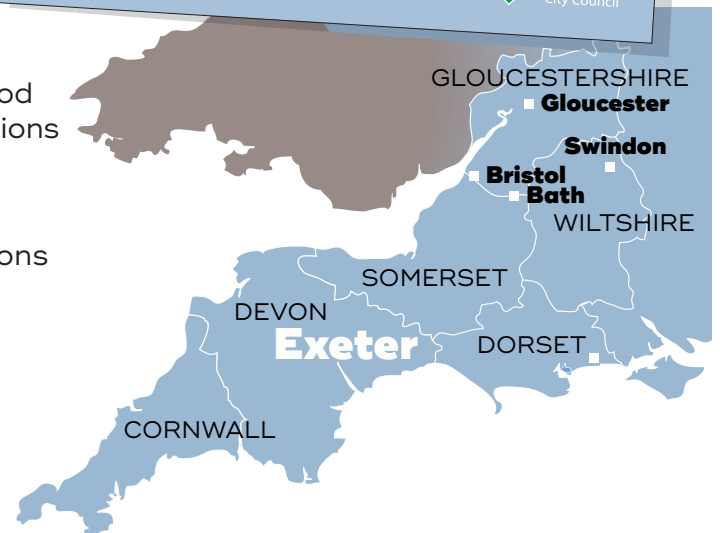
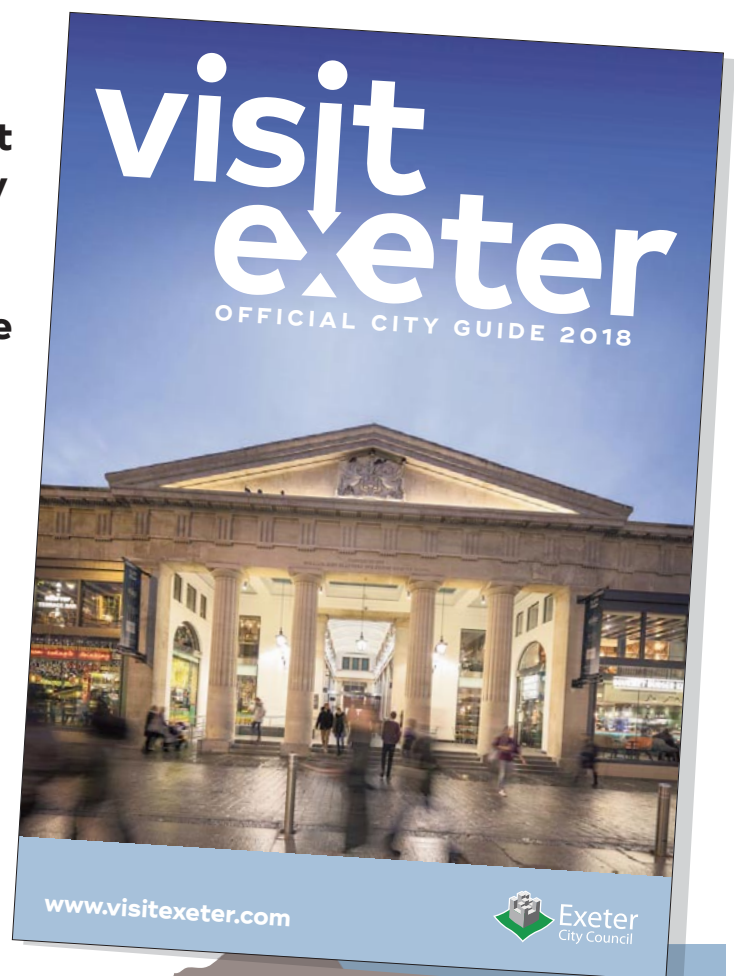
Media
Pack

A chance to promote your business in Exeter's only official city guide

This annual guide will highlight the best that Exeter has to offer during 2018, including where to go, what to see, what to do and where to stay. The official city guide will encourage spending across our thriving city, giving locals, day visitors, short-break visitors and people visiting the city for a conference the whole experience in one publication.

The Visit Exeter Official City Guide 2018 will be:

- A5 size with a minimum of 44 pages
- Full colour throughout
- 140,000 copies printed
- Distributed throughout the South-West including Devon, Cornwall, Somerset, Dorset, Bristol, Bath, Gloucester, Swindon, Wiltshire and Bournemouth
- Key pick-up points will include TICs, service stations, supermarkets, holiday centres, caravan parks, hotels & guesthouses, leisure & entertainment venues, restaurants, cafés & fast food outlets, tourist attractions, airports, bus & rail stations
- Available to pick up between December 2017 – December 2018
- Divided into sections including what's on, attractions & museums, cultural venues, Exeter Quayside, sport & leisure, maps, fun for families, cycling & walking, art galleries, cruises, shopping, eating out & accommodation
- Advertisers can submit a special offer to appear on a voucher page within the guide for no extra cost



Online & social media

- The guide will feature as a digital brochure on www.visitexeter.com and www.exeter.gov.uk
- Hard copies of the guide will also be available on request from www.visitexeter.com and www.exeter.gov.uk
- Advertisers will benefit from regular promotion through Visit Exeter's social media channels (Facebook, Twitter and Instagram)
- Exeter will be promoted through a targeted search engine optimisation campaign

Media Pack

PR

Exeter will be promoted through a series of targeted and themed PRs aimed at people locally and nationally.

Journalists, bloggers and travel writers will be invited to visit Exeter to experience the City first hand.

For more information call 01392 265204 or email tourismpr@exeter.gov.uk

Book before 30 September to receive special Visit Exeter member discounts
Booking and complete copy deadline: Tuesday 31 October 2017

Advert specifications

- Actual full page size210mm (h) x 148mm (w)
- Full page (with bleed inc)216 mm (h) x 154 mm (w)
- Full page (white border).....191 mm (h) x 134mm (w)
- Half page93.8mm (h) x 134mm (w)
- Quarter page.....93.8mm (h) x 65.3mm (w)
- Eighth page45.3mm (h) x 65.3mm (w)

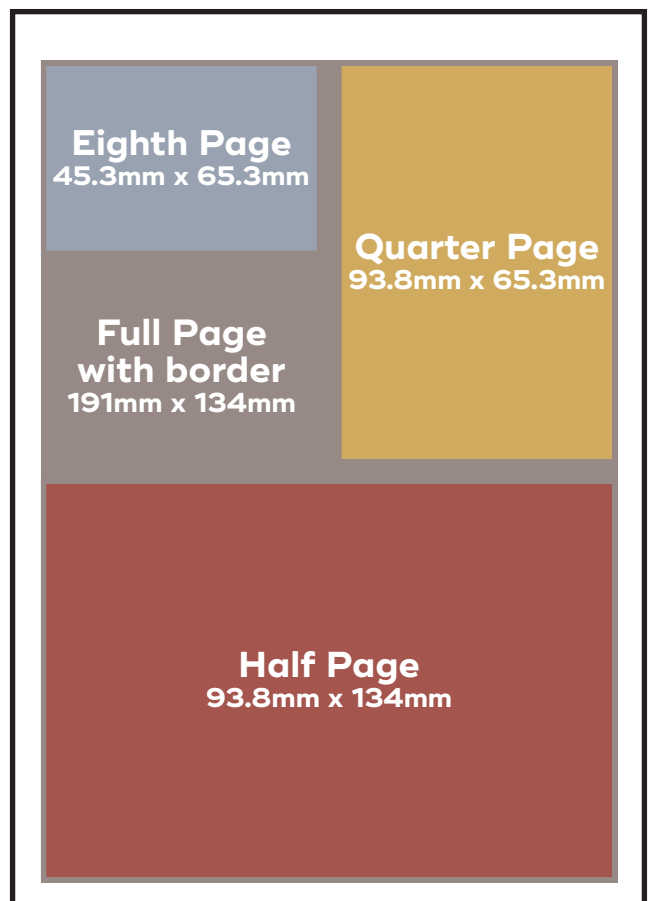
Please note only full page ads are available with bleed

The 'text safe area' on full page ads is 191mm (h) x 134mm (w)
 No text should fall outside this area.

NB: Artwork to be supplied as high resolution (300dpi) pdf v1.3, jpg or eps. CMYK only.

Please send to tourismpr@exeter.gov.uk

Preference will be given to businesses located within Exeter to advertise. Businesses located outside the city will have the opportunity to advertise, if space is available.



Advert costs

	Visit Exeter members*			
	Bronze	Silver	Gold	
Cover package				
back cover/inside front/inside back	£995 +VAT	£895.50 +VAT	£845.75 +VAT	£796 +VAT
Full page advert	£695 +VAT	£625.50 +VAT	£590.75 +VAT	£556 +VAT
Half page advert	£450 +VAT	£405 +VAT	£382.50 +VAT	£360 +VAT
Quarter page advert	£275 +VAT	£247.50 +VAT	£233.75 +VAT	£220 +VAT
Eighth page advert	£175 +VAT	£157.50 +VAT	£148.75 +VAT	£140 +VAT

*if booked before 30 September

visit
exeter

In addition to your advert in the Visit Exeter Official City Guide 2018, there is the opportunity to become a member of Visit Exeter.

Visit Exeter membership packages

INCLUDED ADVERTISING OPTIONS	Bronze	Silver	Gold
What's Included	£150 +VAT	£300 +VAT	£600 +VAT
Listing Details Listing details on www.visitexeter.com: Address, telephone number, email address, opening times, pricing, directions, facilities, awards & gradings	✓	✓	✓
Number of Pictures These images may be changed throughout your membership	6	12	unlimited
Description	unlimited	unlimited	unlimited
Priority in Search Results	3rd	2nd	1st
Press and PR/Social Media Inclusion in Press & PR opportunities including press visits & competition prizes. Promotion through Visit Exeter Social Media	✓	✓	✓
Discounted entry on www.visitdevon.co.uk and involvement in all related marketing activity	✓	✓	✓
Website Link		✓	✓
Video Content on Your Listing		✓	✓
Visit Devon Free simple listing on www.visitdevon.co.uk		✓	✓
Trip Advisor Trip Advisor reviews appear alongside your listing		✓	✓
Blog Opportunity to submit guest blogs on www.visitexeter.com, promoted through our social media channels		✓	✓
Online Booking Availability search & online booking (if applicable) OR link to own online booking website		✓	✓
What's Nearby Carousel Placement in the What's Nearby Carousel on other product listings		✓	✓
Special Offers Inclusion in special offers section		✓	✓
Social Media Your own social media feed displayed on web listing		✓	✓
Themed Campaigns Inclusion in listings on themed campaign landing pages where relevant, e.g. romantic breaks, activity breaks etc.		✓	✓
Sponsorship Opportunities Priority access to sponsorship opportunities, attendance at events/exhibitions, press and advertising opportunities			✓
Exeter Highlights Appear in Exeter highlights carousel on homepage			✓
Gallery Image Gallery image in relevant section of website, e.g. Hotels in Exeter, Restaurants in Exeter			✓
Top Level Navigation Placement in top level navigation on www.visitexeter.com for 3 months			✓
Additional Listings Additional listings for other parts of your business, e.g. accommodation, restaurant, spa etc.	£50 each	£50 each	✓
Themed Campaigns Featured on themed campaign landing pages where relevant			✓
Brochure / menu downloads			✓
Consumer Newsletter Sponsored post on one Visit Exeter consumer e-newsletter			✓
Social Media Sharing Shared posts on Visit Exeter's Facebook and Twitter feeds			✓
Banner Advertising Banner advert on www.visitexeter.com for 2 months, plus 20% discount on further banner advertising	£100 per month	£100 per month	✓