

Official City Guide 2019

visit exeter

MEDIA PACK

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

This bi-annual guide will highlight the best that Exeter has to offer during 2019, 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 2019 will be:

- A5 size with a minimum of 44 pages
- Full colour throughout
- Spring and Autumn editions 70,000 copies per edition
- 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





- 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

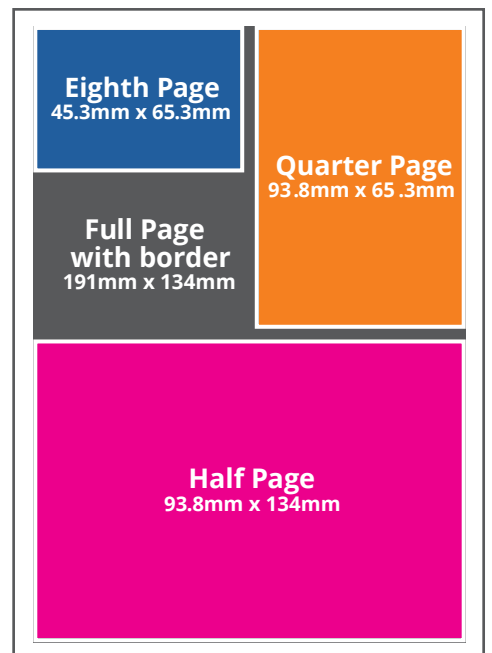
PR

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

ADVERTISEMENT SPECIFICATIONS

Actual full page size.....	210mm (h) x 148mm (w)
Full page (with bleed inc).....	216 mm (h) x 154 mm (w)
Full page (white border).....	91 mm (h) x 134mm (w)
Half page.....	93.8mm (h) x 134mm (w)
Quarter page.....	93.8mm (h) x 65.3mm (w)
Eighth page	45.3mm (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 info@growmarketinguk.com
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.

If you require your advert or advertorial to be created, we offer this service at £50+VAT.
 Please email a short brief, text, high resolution jpeg images and logo as an eps file to info@growmarketinguk.com

Advertisement Space	One Edition	Both Editions Total	Bronze Member - One Edition	Bronze Member - Both Editions	Silver Member - One Edition	Silver Member - Both Editions	Gold Member - One Edition	Gold Member - Both Editions
Back Cover	£895	£1,295	£805.50	£1,165.50	£760.75	£1,100.75	£716.00	£1,036.00
Front Inside Cover	£895	£1,295	£805.50	£1,165.50	£760.75	£1,100.75	£716.00	£1,036.00
Inside Back Cover	£895	£1,295	£805.50	£1,165.50	£760.75	£1,100.75	£716.00	£1,036.00
Full Page	£695	£995	£625.50	£895.50	£590.75	£845.75	£556.00	£796.00
Half Page	£450	£695	£405.00	£625.50	£382.50	£590.75	£360.00	£556.00
Quarter Page	£275	£450	£247.50	£405.00	£233.75	£382.50	£220.00	£360.00
Eighth Page	£175	£275	£157.50	£247.50	£148.75	£233.75	£140.00	£220.00