

# Visit Exeter Map 2020 Media Pack

We are replacing the traditional printed guide with a colourful fold-out visitor map, highlighting the best that Exeter has to offer during 2020, including top things to see and do throughout the seasons, food & drink and events.

## New for 2020

We will also have guides available to pick up from Visit Exeter branded displays at Exeter and Bristol International Airports



Produced in full colour on good quality, uncoated FSC certified paper, the visitor map will be A2 in size, double-sided and folded to A5. It will also aim to attract new visitors to the city, with themed sections showcasing the wide range of things to see and do. The illustrated map will help visitors navigate the city and surrounds.

120,000 copies will be printed and distributed throughout the South-West including Devon, Cornwall, Somerset, Dorset, Bristol, Bath, Gloucester, Swindon, Wiltshire and Bournemouth.

Distribution points for 2020 include motorway services, railway stations, holiday parks, attractions, supermarkets outside of the local area, John Lewis, serviced apartments, and Airbnbs as part of our most extensive distribution campaign to date.

The guide will also feature as a digital guide on [www.visitexeter.com](http://www.visitexeter.com)

## Options for advertising your business are as follows:

### Boosted listing

- 1/8 page in preferred section, with image, address & website
- Live website link in digital guide
- Map listing
- Adverts will be produced in our house style, free of charge

Please provide up to 25 words plus a high resolution image

**Visit Exeter Members** £250 + VAT

**Non Visit Exeter Members** £295 + VAT

### Standard map listing

- Numbered location on the map, with your business name & website
- Live website link in digital guide

**Visit Exeter Members** £75 + VAT

**Non Visit Exeter Members** £95 + VAT

**Booking deadline: Friday 28th February 2020**

**visit  
exeter**

For more information or to reserve your space:  
01392 265365  
[june.hutchings@exeter.gov.uk](mailto:june.hutchings@exeter.gov.uk)

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