

VISIT Somerset



Visitor Guide
Media Pack 2020

Introduction

Visit Somerset has undergone a complete rebranding and with that a new website has been launched in 2019. As part of the process to maximise visits to the county, the traditional main print marketing tool has also had a major overhaul.

Visit Somerset 2020 will be produced by Giles Adams who has been managing editor of What's on Somerset since 2007. Giles is the recently appointed Chair of Visit Somerset and brings his publishing experience to make the annual county visitor brochure a forceful source of holiday enquiries. The relationship between the brochure, website and Visit Somerset's strong social media channels will ensure that potential consumers will have a comprehensive information source that can be narrowed down and steered towards purchase decision and confirmation with your business.

Produced in A5, full colour throughout, 125,000 copies will be freely distributed via professional leaflet distributors at key entry points, transport corridors and further afield through South Wales, Midlands and South East. Copies will also be available through the Tourist Information Centre Network. A digital version will be produced and viewable online and also benefit from the viral nature of email and social media.

Somerset can boast a huge amount of creative talent. Work by local artist Joanne Short will feature as the cover, bringing a vibrant and eye-catching proposition. It is intended that the brochure will be both a source of valuable information but also of beauty, the intention being that it will have a long shelf life.

Successive pages will be dedicated entirely to editorial that captures the many marketing



segments that the county's tourism offer seeks. Techniques will be used to stimulate visits to www.visitsomerset.co.uk where further information can be sourced and prioritised.




Advertisements will be in logical sections following the main editorial pages, further allowing the visitor proposition to make impact and then guide readers towards more incisive planning.

Visit Somerset's client team are all based at the office in Wookey Hole and all share long experience of tourism and marketing.

Call or email Lyndsey or Carmen to discuss what you would like to achieve in 2020 and how the brochure and other Visit Somerset initiatives can bring results for you.

01749 835416 Lyndsey@visitsomerset.co.uk Carmen@visitsomerset.co.uk

The Specifications

Publication: 30th November 2019 (digital)
15th January 2020 (printed)
Circulation: 125,000 **Digital version:** Broadcast via website (2.1 million page views)
Followings:  8k,  32k,  3.7k
Facebook/Twitter Reach: 2.2 million
A5, perfect bound, 64 page minimum
Uncoated bond, cover 240gsm, text 80 gsm



Page

£1,950

148.5mm wide
x 210mm deep
(3mm bleed)



1/2 Page

£995

130 mm wide
x 92mm deep



1/4 Page

£595

63mm wide
x 92mm deep



1/8 Page

£300

Either artwork supplied or publisher to set picture, title, location, telephone number, 25 words, website

63mm wide
x 44mm deep



1/16 Page

£160

Publisher to set picture, title, location, telephone number, website

63mm wide
x 20mm deep

The publishers reserve the right to reject sub-standard artwork or photos. All prices plus VAT

Booking and copy deadline: November 15th.

