

“Reach over 118 million potential visitors to the South West”



Example front cover. It will be revised for 2010

What's on offer?

- An exclusive publication targeting tourists, families, commuters and local people in the region/community
- **500,000** printed
- Distribution in **over 6,000 sites** across the South West including:-
 - Tourist attractions
 - 'Blitzed' in branded leaflet dispensers to local places like sports centres, restaurants and cafes in Bath, Bristol, Dorset, Devon, Gloucester, Somerset & Wiltshire
 - Prime, high footfall supermarkets
 - Prime, high footfall motorway services & roadside restaurants
 - Local places in the community
 - Hotels, B&B's, campsites, guesthouses
 - Tourist Information Centres



Example of inside of leaflet with adverts, map & vouchers

Where are you?

- South West map pinpoints your attraction & highlights where your business is located
- Money-off vouchers on the front and back provide '**trackable incentives**' to increase visitors to your attraction
- Advert key on the other side of publication to show people which map numbers correspond to which attractions

Who buys into?

A diverse range of clients have advertised like:

- Cheddar Caves & Gorge
- Cricket St..Thomas Wildlife Park
- Fleet Air Arm Museum
- Longleat
- Wookey Hole Caves
- Seaquarium
- Bakelite Museum
- Glastonbury Abbey
- Perry's Cider Mills
- Amazing Dolls House

Specifications

All adverts must be provided at 300dpi in PDF format, CMKY with all fonts and images embedded.

Please check and proof read your adverts and send print ready artwork for the correct sizing with no errors as we are unable to supply proofs.

Take One Media cannot be held responsible for errors, omissions, or missed adverts as a result of technological incompatibilities.

Costs

Advert	Spec	Cost
Double large map side + voucher	70x 140mm	£1,975
Double large non map side	70x 140mm	£1,300
Large advert map side + voucher	70 x 70mm	£1,250
Large advert map side	70 x 70mm	£900
Large advert non map side	70 x 70mm	£700
Half size advert non map side	70 x 35 mm	£350

What our customers say

FLEET AIR ARM MUSEUM

"Somerset Things to see and do is undoubtedly one of our best performers. Our coupon redemption figures show that it attracted over 2,000 visitors."

Jon Jefferies, Head of Marketing, Fleet Air Arm Museum

LONGLEAT

"2009 was the first year that we've included a voucher and we've been delighted with the results... we've received over 2,100 visitors directly from the leaflet to date and it's been a good addition to our marketing strategy."

Jo Sparrow, Marketing and Events Manager, Longleat

WOKEY HOLE

"The Things to see & do leaflet has generated over £140,000 worth of income during the last year, making it the best performing compilation leaflet for us by far. We like the fact that it is widely distributed and with the diverse range of attractions advertising it appeals to a broader market enabling our brand to target a more far-reaching field."

Daniel Medley, Director of Marketing, Wookey Hole

Deadlines for artwork

Edition	Deadline	Print date
2010	13 th November	11 th December

For bookings contact:

Colin Wimble

Tel: 01460 259242

Mobile: 07812 974466

colin.wimble@takeonemedia.co.uk

