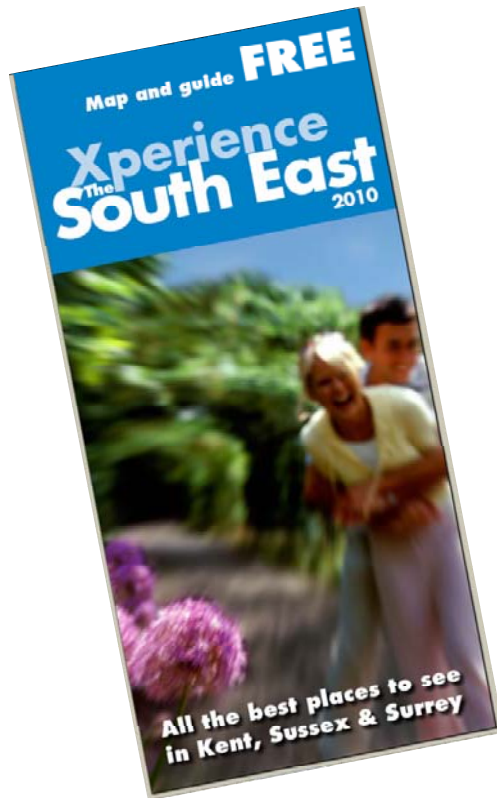


## Use our “Xperience” to reach 25 million visitors a year



### What's on offer?

- An exclusive publication targeting tourists, families, students, commuters and people at work
- Distribution in over 1,300 sites across London – 760 hotels, 8 mainline rail stations, businesses, universities, T.I.Cs, supermarkets, libraries and leisure centres plus exposure in ports and ferries via our European cluster

### Where are you?

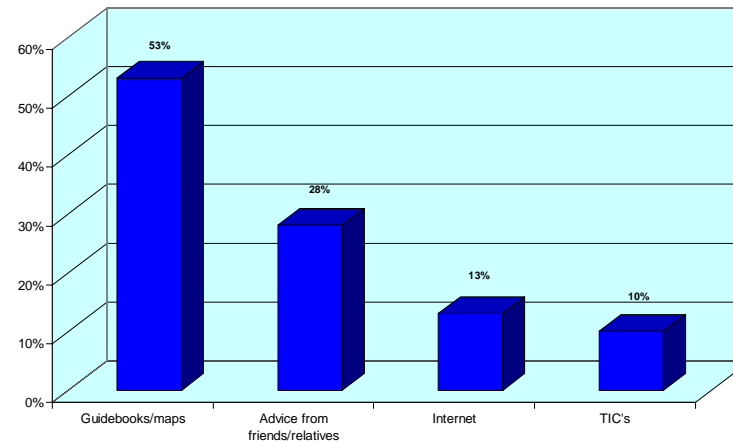
South East map includes an advert key and highlights where your business is located.



### Why should you advertise?

Over 50% of overseas and UK visitors use guidebooks or maps as a source of information during their visit.

Information sources used during visit



SOURCE: London Visitor Survey Annual Report 2007

## Who buys into?

A diverse range of clients have advertised:

- National Trust
- Leeds Castle
- Hever Castle
- Drusillas Park
- Brighton Marina
- Bedgebury National Pinetum
- The Hop Farm
- Lingfield Racecourse
- Harbour Park
- Arundel Castle



## What our customers say

***“A unique way to access the vast London domestic market - our visitor numbers have rocketed!”***

Ann Watt, Head of Marketing, Hever Castle



***“Bedgebury is the perfect retreat from London - XSE is an effective way to advertise in the city”***

Peter D'Aguiar, Marketing Manager, Bedgebury Pinetum

## Costs

Advert type	Specification	Cost
Half page	87mm wide x 96mm deep	£969
Full page	87mm wide x198mm deep	£1,950
Back cover	87mm wide x198mm deep	£2,200

## Specifications

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

Take One Media cannot be held responsible for errors, omissions, or missed adverts as a result of technological incompatibilities. We do not supply proofs of supplied adverts.

## Deadlines for artwork

Edition	Deadline	Publication in stands
2010	8 <sup>th</sup> February	1 <sup>st</sup> March

## Contact

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