

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



Example Front Cover. This will be revised for 2011

### 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                |
|---------|---------------------------|---------------------------|
| 2011    | 12 <sup>th</sup> November | 10 <sup>th</sup> December |

**For bookings contact:**

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