

SUMMER EDITION  
July-December 2017

# Welcome to Bournemouth

Presenting the 2017 media pack for Bournemouth's official in resort visitor guide

supported by

Bournemouth  
COASTAL BID



produced by

**DAILY ECHO**





# Welcome to Bournemouth

## MISSED EDITION 1?

It is not too late  
to advertise in the  
Summer/Winter  
Edition

Advertise in the 2nd Edition of the 2017  
**Welcome to Bournemouth in resort Guide**  
from only **£195 + VAT**

This is the **official** Bournemouth visitor in resort guide with  
**45,000** copies distributed across the conurbation.

This official visitor guide produced in association with  
**Bournemouth Tourism** and the **Bournemouth Coastal  
BID** promotes Bournemouth to the day visitor and those  
coming to the locale for a holiday. This 2nd Summer  
edition has a print run of **45,000** copies and the added  
benefit of a page turner online at **Bournemouthcho.  
co.uk** and **Bournemouth.co.uk** making sure the

publication is accessible. The online exposure alone  
provides an opportunity for the guide to be seen at least  
**2 million** times based on 2016 audience stats. The  
Guide will feature destination editorial and information  
to inspire visitors that there is plenty to see, do and  
experience in Bournemouth and the surrounding area.

Uploaded as a page turner at  
**Bournemouthcho.co.uk**  
an opportunity to be seen

**1.2 million**  
times each month

Uploaded as a page turner at  
**Bournemouth.co.uk**  
an opportunity to be seen

**1 million**  
times per annum

### Subscription channels

posted at the cost of  
**£3.00 p&p**  
promoted from a dedicated Visitor  
tab at **Bournemouthcho.  
co.uk**

Distributed throughout  
the year to **local hotels,**  
**guest accommodation**  
and **self-catering**  
**establishments**

Circulated to key tourist **hot**  
**spots** in the town and along  
**Bournemouth seafront**  
including the new **TIC** at  
the **Pier Approach**

During the summer months  
the **guide** will be distributed  
to **holiday parks** and **caravan**  
and **camping sites** in the  
surrounding area.

Available to download digitally on ISSUU, an online electronic publishing platform, which is promoted via a  
link on the homepage of **Bournemouth.co.uk** delivering approximately **100,000 impressions** a year.

# Welcome to Bournemouth

**Specification:** A4 • 100 pages • Perfect bound • 2 editions per year  
Full page bleed size: 303mm x 216mm. No text within 13mm of this edge on all sides. Artwork as PDF or JPG format. Always supply good quality photographs or high resolution digital images at 300dpi.

## Official Ratecard 2017

Position	Dimensions	Rates + Vat
Full page with bleed	H303mm x W216mm	£625
Half page landscape	H130mm x W190mm	£385
Quarter page editorial listing in a landscape format	H65mm x W190mm	£195

Edition 2 will be distributed w/c 17th July.

Booking and copy deadline Friday 9th June 2017.

**ALL SPECIAL POSITIONS ARE SOLD OUT FOR 2017**

**We offer a free artwork & design service - ask for more details**

**Bookings also being taken for 2018**

To make your priority booking contact Simon Harris  
on **01202 411222**

or email [simon.harris@bournemouthecho.co.uk](mailto:simon.harris@bournemouthecho.co.uk)