

# 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

**NEW FOR  
2017**

We are producing 2 editions in 2017: Spring/Summer and a Summer/Autumn/Winter edition to reflect the changing seasons at no extra cost.

## Advertise in the official 2017 'Welcome to Bournemouth' in resort Guide from only **£325 + VAT**

This is the **official** Bournemouth visitor guide with **90,000** copies distributed across the conurbation.

This official visitor guide produced in association with **Bournemouth Tourism** and the **BID** promotes Bournemouth to the day visitor and those coming to the locale for a holiday. With a print run of **90,000** copies and the added benefit of a page turner online at **bourneouthecho.co.uk** and **bourneouth.co.uk** the publication is widely accessible. The online exposure alone provides an

opportunity for the guide to be seen at least **2 million** times based on 2015 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. The guide will also include a section on food and drink and a handy fold out map helping visitors to explore the area.

## Distribution and Accessibility to inspire our visitors

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

**1.2 million**

times each month

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

**1 million**

times per annum

### Subscription channels

posted at the cost of  
**£3.00 p&p**

promoted online at  
**bourneouthecho.co.uk**

Distributed throughout  
the year to **local hotels**  
and **guest**  
**accommodation**

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 **bourneouth.co.uk** delivering approximately **100,000 impressions** a year.

# Welcome to Bournemouth

**Specification:** A4 • 84 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	
Back page with bleed	H303mm x W216mm	£1495	<p>You have a unique opportunity to change copy for the second edition which we will distribute in August before the bank holiday. There is no charge for this update.</p> <p>Edition one will be distributed w/c 6th February 2017. Copy deadline is the 13th January.</p> <p>Edition two will be distributed w/c 14th August. Copy deadline is the 24th July.</p>
Inside front cover spread on page 2 & 3 with bleed	H303mm x W216mm Submit artwork marked left and right using dimensions above	£1895	
Full page with bleed	H303mm x W216mm	£795	
Half page landscape	H130mm x W190mm	£495	
Quarter page editorial listing in a landscape format	H65mm x W190mm One image, business name and address, telephone number, website and 70 words	£325	

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

To make your priority booking contact Simon Harris  
on **01202 411222**  
or email [simon.harris@bournemouthecho.co.uk](mailto:simon.harris@bournemouthecho.co.uk)