

# New Look: Short Breaks Campaign

August 2019 - August 2020

Visit  
**Lancashire**

Print

Plus digital platforms:

Email

Social

issuu

[VisitLancashire.com](https://www.visitlancashire.com)

Lancashire is a great place to visit - there truly is something for everyone. This essential traveller's guide to short breaks and holidays focuses on all the great places that visitors can stay, eat, visit and experience.

Running for a full 12 months the printed publication will feature a wide range of inspirational photography, exciting articles, insider tips and short break ideas. **The campaign will target couples and groups of friends looking for a quality short break in the UK.**

They are typically interested in food & drink, relaxation (spas, pub walks, shopping), culture & arts, and specific events like music festivals and markets. They are looking for independent places to dine and shop, and quality places to stay (3-5 star) willing to travel approx. 2-3 hours by car or rail.



This major visitor campaign will include a handy printed and digital magazine and include features on:

- Rural Retreats
- Your Lancashire home from home
- Sporting pursuits
- Accessible Lancashire
- Literary trails
- Foodie treats
- A dog friendly county
- Plus many more



### Reasons to advertise

- A5 perfect bound magazine
- 50,000 print run with over 100,000 readership
- National distribution through key high footfall areas, including train stations, Virgin Train 1st Class Lounges, Booths as well as key tourist attractions, accommodation and international travel trade and events
- Digital interactive guide on issue
- Digital activity on new visitlancashire.com with over 9.7 million page views per year
- Promoted to over 80,000 social media followers
- E-newsletters to Visit Lancashire consumers, over 30% open rate (industry average 18%)
- Increasing reach through digital advertising – adwords and social media
- 10,000 DL leaflets distributed to high footfall areas
- PR targeted at the short break market

### Headline partner package

We are also offering two partners the chance to headline the campaign for £2,500+VAT

- Double page advert or advertorial
- Mention in the highlights section
- Logo on DL leaflet
- 2-week placement on the 'Don't Miss' feature within the top navigation on homepage
- 2-week placement on 'Highlights' section of campaign landing page
- Product displayed on campaign landing page of VisitLancashire.com
- Enhanced feature within 2 newsletters
- Minimum of 2 tweets & 2 facebook posts
- Blog feature

#### Premium package (exclusive to partners price +VAT)

<ul style="list-style-type: none"> <li>• Advert/ advertorial in printed magazine</li> <li>• Placement in digital magazine hosted on issue</li> <li>• Displayed in 'Featured' section on visitlancashire.com homepage for one week</li> <li>• Premium position in one e-newsletter</li> <li>• Product displayed on the campaign page of VisitLancashire.com</li> <li>• Minimum two tweets and two Facebook posts</li> </ul>	Back cover	£2400
	Inside cover	£2000
	Double page spread	£2100
	Full page	£1400
	Half page	£900

#### Enhanced package (exclusive to partners price +VAT)

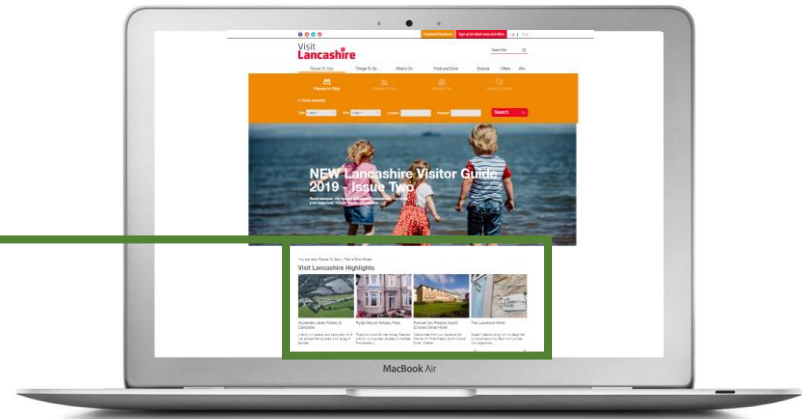
<ul style="list-style-type: none"> <li>• Advert/ advertorial in printed magazine</li> <li>• Placement in digital magazine hosted on issue</li> <li>• Inclusion in one e-newsletter</li> <li>• Product displayed on the campaign landing page</li> <li>• Minimum two tweets and two Facebook posts</li> </ul>	Back cover	£2350
	Inside cover	£1900
	Double page spread	£2050
	Full page	£1350
	Half page	£850

# Visit Lancashire Short Breaks Campaign - VisitLancashire.com



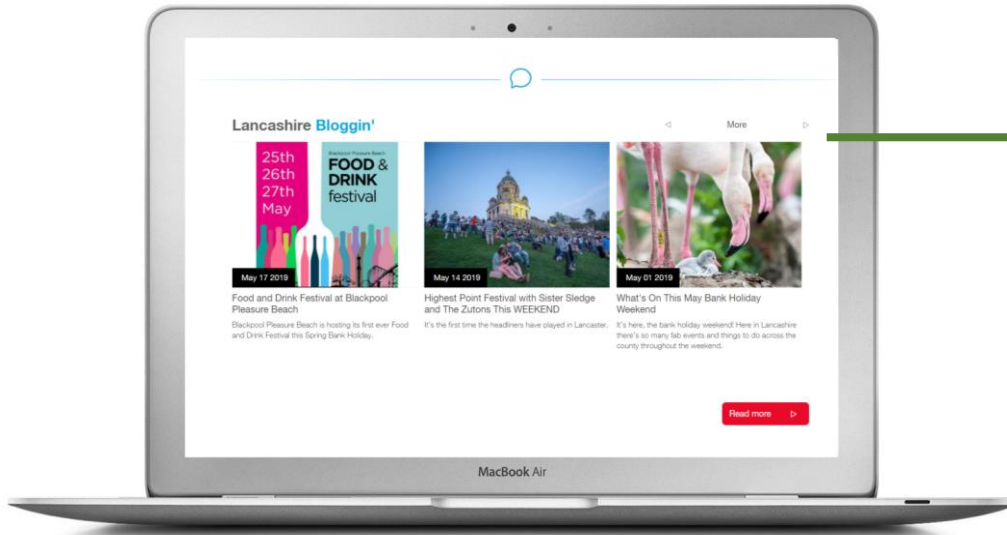
Don't miss feature on top navigation on home page

'Highlights' section of campaign landing page



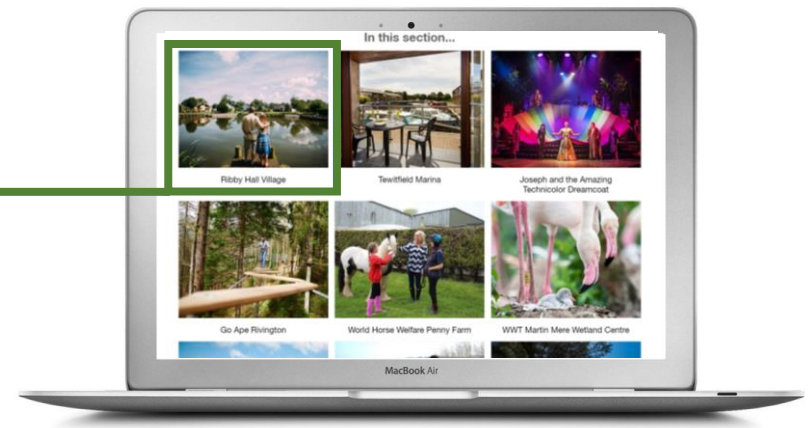
# Visit Lancashire

## Short Breaks Campaign - VisitLancashire.com



Lancashire blog

Product displayed on campaign landing page



Advertising rates	Standard rate +VAT	Partner rate +VAT
Back cover	N/A	£2000
Inside front cover advert	N/A	£1575
Inside back cover advert	N/A	£1575
Double page spread	£2225	£1655
Full page advert	£1395	£999
Half page advert	£775	£500
1/3 page listing for accommodation only	£465	£350