

# 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 issuu
- 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 issuu</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 issuu</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

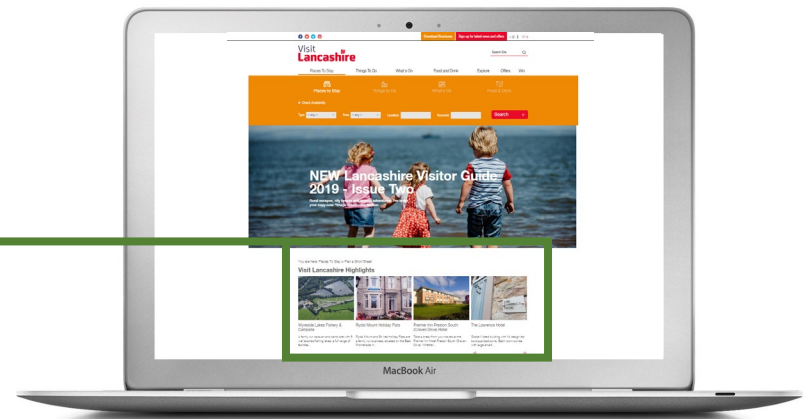
# Visit Lancashire

## Short Breaks Campaign - VisitLancashire.com



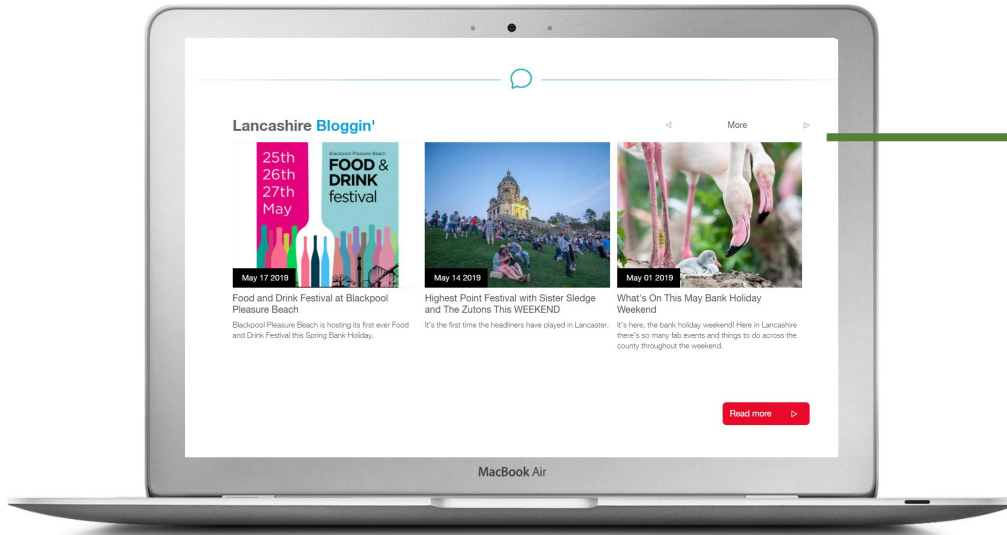
Don't miss feature on top navigation on home page

'Highlights' section of campaign landing page



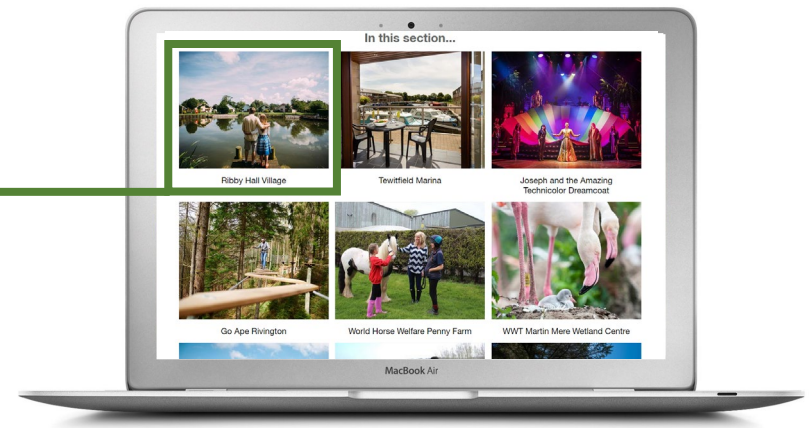
# Visit Lancashire

## 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



# Visit Lancashire

## Short Breaks Campaign – NEW Directory Listing

### Add your business to our NEW directory section

- Included within 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
- Included within digital interactive guide on issuu

- Accommodation directory
- Attractions directory
- Food & Drink directory

£125+VAT

Business name  
Address  
Phone number  
Website  
Email

## ACCOMMODATION *in Lancashire*

Lancashire has an amazing variety of quality accommodation from peaceful, rural self-catering retreats to dazzling city centre hotels, seaside chic guest houses and B&Bs to activity packed holiday villages.

### THE BOROUGH

> 3 Dalton Square, Lancaster LA1 3PR  
> 01524 64170  
> [www.theboroughlancaster.co.uk](http://www.theboroughlancaster.co.uk)  
> [manager@theboroughlancaster.co.uk](mailto:manager@theboroughlancaster.co.uk)

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### HUMBLESCOUGH FARM

> Nateby, Lancashire PR3 0LL  
> Tel: 01995 605804 / 07545 178991  
> [www.humblescoughfarm.co.uk](http://www.humblescoughfarm.co.uk)  
> [humblescoughfarm@gmail.com](mailto:humblescoughfarm@gmail.com)

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# Visit Lancashire

## Short Breaks Campaign – NEW Directory Listing

### Give your business standout and list your business in one of our feature articles

- Included within 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
- Included within digital interactive guide on issue
- Choice of article to feature alongside:
  - Accessible
  - Sustainable
  - Wellness
  - Walking holidays
  - Cycling holidays
  - Golfing holidays
  - Dog friendly

£155+VAT

Business name

Address

Phone number

Website



tiger moths and common lizards, Lancashire's wilder side offers up some great days out.

Take the family for a walk on the wild side, explore Brockholes or Martin Mere Wetland Centre, where your little ones can come face to face with wild birds, bugs and furry creatures. Looking for something a bigger? Encounter the largest and rarest animals at Blackpool Zoo or get up close and personal with the cute and loveable farm animals at one of the many farm parks in the county.

Lancashire also has miles and miles of stunning coastline that boasts prime sandcastle making sand, for making even the largest of creations. Explore the main beaches at St Annes, Blackpool, Cleveleys, Fleetwood and Morecambe.

Hire an award winning beach hut at St Anne's, run around attraction filled Blackpool, or why not try your hand at crabbing in Fleetwood?

If the weather decides not to be so kind let your little ones run around and burn off some energy

at one of Lancashire's many soft play areas. Or if you're feeling a little more adventurous head to Grip & Go or Clip 'n Climb. These climbing wall centres offer an action-packed and fun day out perfect for the whole family.

Located in Preston city centre, Level is a teenager's dream and will keep them busy for hours, if not days. Activities include laser tag, crazy golf, ten pin bowling, darts and the Daredevil assault course.

Why not try...

Blackpool Zoo T:01253 874 389 W:blackpoolzoo.org.uk

Sandcastle Waterpark, Blackpool T:01253 343 602 W:sandcastle-waterpark.co.uk

Blackpool Pleasure Beach T: 0871 222 1234 W:blackpoolpleasurebeach.com

visitlancashire.com | 9