

# Destination Magazine 2020

Visit  
**Lancashire**

Printed A5 magazine with new pull out map

Online magazine on issue

Social Media

Email distribution

[VisitLancashire.com](http://VisitLancashire.com)

# Visit Lancashire Magazine

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

With over 9.7 million page views on each year, we are the trusted source of information, and one which visitors return to for inspiration and ideas on day visits and short breaks.

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

The Visit Lancashire magazine gives Lancashire businesses the opportunity to promote themselves at a national level in print and online at fantastic value for money prices.

## Reasons to advertise

- A5, 100+ page magazine with new pull out map
- 40,000 print run with over 100,000 readership
- National distribution through key distribution points with high footfall – service stations on M6, M62, M60 and M1, railway stations, tourist information centres and national exhibitions
- Interactive e-brochure on [visitlancashire.com](http://visitlancashire.com) which gets over 9.7 million page views per year
- Promoted to consumers who have opted in to receive emails about Lancashire, avg. 37% open rate
- Promoted to 85,000+ social media followers
- PR targets at the short breaks market

# Visit Lancashire Magazine

## Headline package

Includes back cover fold out double page spread, named mention in the CE's introduction, editorial in '2020 Highlights' section and feature in all brochure publicity.

Cost: £2,600 +VAT

Plus:

- Marker on Lancashire map
- 4-week placement on the 'Don't Miss' feature within the top navigation on homepage
- 4-week placement on 'Highlights' section of campaign landing page
- Minimum of 10 tweets, 4 Facebook posts, 2 Instagram features
- Blog feature

## Inside cover sponsor

Includes full page advert inside front cover of printed guide.

Cost £1,500+VAT

Plus:

- Marker on map
- 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
- Minimum of 5 tweets & 2 Facebook posts & 1 Instagram feature
- Featured in highlights on Instagram stories
- Blog feature

	Standard rate +VAT	Partner rate +VAT
<b>Standard package</b>		
<ul style="list-style-type: none"> <li>• Quarter page advert/ advertorial in printed guide*</li> <li>• Marker on map</li> <li>• Minimum of 3 tweets &amp; 1 Facebook post</li> </ul>	£440	£350
<b>Enhanced package</b>		
<ul style="list-style-type: none"> <li>• Half page advert/ advertorial in printed guide*</li> <li>• Marker on map</li> <li>• 1-week placement on 'Highlights' section of campaign landing page</li> <li>• Minimum of 4 tweets &amp; 1 Facebook post</li> </ul>	£625	£500
<b>Premium package</b>		
<ul style="list-style-type: none"> <li>• Full page advert/ advertorial in printed guide</li> <li>• Marker on map</li> <li>• 2-week placement on the 'Don't Miss' feature within the top navigation on homepage</li> <li>• 2-week placement on 'Highlights' section of campaign landing page</li> <li>• Minimum of 5 tweets &amp; 2 Facebook posts &amp; 1 Instagram feature</li> <li>• Blog feature</li> </ul>	£1,250	£999
<b>Feature Premium package</b>		
<ul style="list-style-type: none"> <li>• DPS advert/ advertorial in printed guide</li> <li>• Marker on map</li> <li>• 4-week placement on the 'Don't Miss' feature within the top navigation on homepage</li> <li>• 4-week placement on 'Highlights' section of campaign landing page</li> <li>• Minimum of 5 tweets, 3 Facebook posts, 2 Instagram features</li> <li>• Blog feature</li> </ul>	£2,200	£1,750

\* Accommodation providers - half and quarters are designed to a standard advert template, making it easier for the visitor to see the variety and choice available

# Visit Lancashire Magazine



Standard package



Enhanced package



Premium package



Inside cover



Headline package



Feature Premium package



**Brand new for 2020 advertisers have the opportunity to feature on the fold out map at the back of the brochure!**

## 2019 Visitor Magazine Reader feedback

### Stats

- 85% of readers rated the guide good or excellent
- 98% of readers liked the new A5 size:

'Handy, light and useful to slip into your bag'

'It's a great little book I can take with me easily.'

'It's smart. A really good size, attractively set out, informative and easy to browse.'

*Having never thought of visiting this area before, we have now booked for October for 5 nights and looking forward to exploring this beautiful region.*

*Very intriguing and interesting to see what there is to offer and do while staying in Lancashire.*

*I found the guide very informative. It was easy on the eye, contained the right amount of information, was filled with plenty of things to see and do and made me want to visit there with my family.*

*It was absolutely fabulous! Loved it. The calendar is great to plan visits. As a person who likes lists I find myself looking at all the places thinking, been there, will go somewhere else first, or been there but didn't know that will go back. I will have to produce a list of places to visit and when in 2019! thank you*

*I like this guide & always keep a copy in the car. If we want an adventure & need inspiration it never fails to deliver ideas! Thank-you!*

*A very informative guide. Well laid out and easy to read with lots of information, even for a born & bred Lancastrian.*