

LANCASHIRE

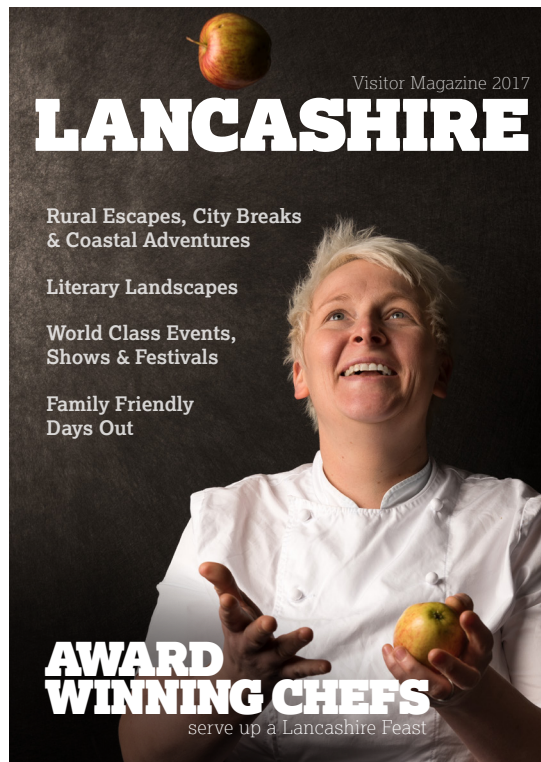
Lancashire is a great place to visit - there truly is something for everyone. This high quality annual publication will feature a wide range of inspirational photography, exciting articles, insider tips and short break ideas.

Why Advertise?

The guide is promoted to over 2 million unique visitors who use visit lancashire.com annually on the homepage and is supported by ongoing PR (local, regional, national & specialist) and social media (Facebook & Twitter).

50,000 copies produced – 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

Over 70,000 consumers who have an interest in Lancashire receive an email offering an **interactive digital guide**, giving you the opportunity to include **web links** and **videos** to boost your presence.



Editorial Features:

- **What's new** for 2018
- **Taste Lancashire** – the very best producers and places to dine
- **Historic Lancashire**
- **Cultural adventures**
- Exploring **Lancashire's Great Outdoors**
- **New Experiences** to try
- **Award-winning Lancashire**
- Exploring areas around Lancashire in **48 hours**
- **Festivals and events** guide
- **Where to Stay**
- **Wedding Section**
- **Love Lancashire** – insider tips from Lancastrian bloggers and celebrities

Plus lots more!



ADVERTISEMENT COSTS

	Size (WxH)	Cost +VAT	Member rate +VAT
Back cover	210x297mm (+3mm bleed)	n/a	£2000
Inside cover or inside back cover	210x297mm* (+3mm bleed)	n/a	£1575
Double page spread (advert or advertorial)	420x297mm* (+3mm bleed)	£2225	£1655
Full page advert (advert or advertorial)	210x297mm* (+3mm bleed)	£1395	£999
Half page advert**	186x136.5mm	£875	£665
Quarter page advert**	89x136.5mm	£465	£350

* Due to the pagination and binding of the publication there is an advised safe area margin of 16mm on inner edge for gutter (32mm total for DPS).

** Please note that accommodation adverts at this size will be designed to a standard template so complete artwork will NOT be required.

BOOK NOW! Booking & Content deadline: 1st November 2017

Contact Jacqui on 01772 426461
jacqueline@marketinglancashire.com

Headline Sponsor Opportunity

We are also offering one partner the chance to sponsor the destination guide for **£2,500 +VAT** which includes:

- feature on front page
- double page spread
- named mention in the Chief Executive's introduction
- editorial in 2018 Highlights section and feature in all brochure publicity