Official Bristol Guides 2020 Media Pack

Visit Bristol is delighted to offer you a range of advertising opportunities to reach both direct consumers and the conference and meetings industry, within our official printed guides for 2020. The visitor economy is worth in excess of £1.3billion to the Bristol area and these publications offer your business the opportunity to reach this market directly.

Visit Bristol partners and members qualify for preferential rates and early booking within our publications. If you would like to discuss membership options for your business and online opportunities with visitbristol.co.uk, please contact us for more information.

visit BRISTOL

MEDIA PACK | OFFICIAL 2020 VISITOR GUIDE

Bristol's Official Visitor Guide 2020

Bristol's Official Visitor Guide 2020

This is the annual Visit Bristol guide to the city and its surrounding areas. The purpose of the guide is to inspire people to visit and ensure they make the most of their visit once they arrive. The guide highlights the many different areas of Bristol and beyond of interest to visitors including North Somerset, South Gloucestershire and South Cotswolds and Bath.

What does the Official Visitor Guide look like?

- 72-page A5 guide printed on uncoated sustainably sourced paper
- 300,000 copies
- Editorially led providing an engaging read for visitors that they can refer back to as they explore the city and beyond as well as practical information
- Geographically approach to layout with highlighted areas including Harbourside, City Centre and Old City, Clifton, Stokes Croft and Gloucester Road, Southville and Bedminster, the wider city, South Gloucestershire and South Cotswolds, North Somerset and Weston-super-Mare and Bath.

Where is the Official Visitor Guide distributed?

The guide is published in early January and is available throughout the calendar year, in the following locations:

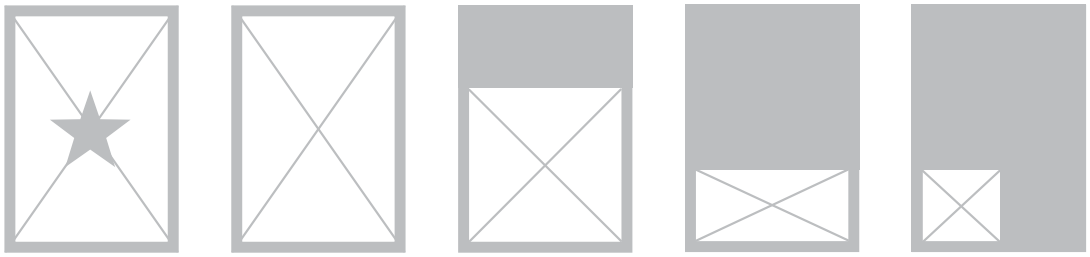
- The Tourist Information Centre (TIC) in Bristol and TICs around the region. Wider distribution in the rest of the UK TICs at their request
- Information stands in hotels, attractions, transport hubs, shopping areas in and around Bristol
- Hotel bedrooms within the area
- On board Clifton (8), Park & Ride and Airport Flyer buses
- Bristol Airport information point
- Selected transport hubs, including Paddington Station
- Posted out on request by Bristol Tourist Information Centre
- At the many events attended by Visit Bristol, including University Open Days and Trade Shows
- All visiting media and familiarisation visit delegates
- Available online via visitbristol.co.uk

To discuss advertising opportunities,
please contact Faye Batchelor
E: faye.batchelor@visitbristol.co.uk
T: 0117 946 2201
W: www.visitbristol.co.uk

visit BRISTOL

What are the advertising opportunities?

Advertising opportunities within the 2020 Official Visitor Guide are designed to suit a range of budgets, with the cost less than 0.1p per copy.



Prime Position (back page)	**Full page** (A5 portrait)	**2/3 page** (large square)	**1/3 page** (landscape)	**1/6 page** (small square)	
£4,200	£3,150	£2,100	£1,050	£525	Non-Member price
£3,780	£2,625	£1,735	£895	£470	VB Member price
£3,150	£2,100	£1,260	£470	£ FREE	VB Partner Price
Type area (mm) 133(w) × 195(h)	Type area (mm) 133(w) × 195(h)	Size (mm) 133(w) × 128.5(h)	Size (mm) 133(w) × 62(h)	Size (mm) 64(w) × 62(h)	Specification
Trim (mm) 148(w) × 210(h)	Trim (mm) 148(w) × 210(h)				
Bleed (mm) 154(w) × 216(h)	Bleed (mm) 154(w) × 216(h)				

Sponsorship packages are available, please call or e-mail to discuss the options available. Partner Members have priority booking for all advertising space.

Artworking process

All advertising should be supplied digitally as print-ready CMYK 300dpi PDF.

In the event that you do not have appropriate artwork available or your advert needs resizing, a design service is available. This is a contract between the advertiser and our designers, Group of Seven. For more information please contact Jason Ewing on 0117 2141 891.

Deadlines and invoicing

Booking and artwork deadlines will be explained on contact. Invoicing will take place shortly after booking to secure your space and is payable within 30 days.

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visit BRISTOL

Bristol's Official Conference & Events Venue Directory 2020

Conference & Events Venue Directory for Meetings & Incentive Planners

The Bristol Conference & Events Venue Directory is the official business travel publication for the city. It is distributed to existing clients and those considering the Bristol area as a destination for their conference, meeting or business event. It also features an introduction to incentive ideas, corporate hospitality and team building events together with information about the services offered by Meet Bristol.

What does the Conference & Events Venue Guide look like?

- 44-page A4 guide printed on uncoated sustainably sourced paper
- Inspirational imagery is coupled with quality editorial to include: Welcome to Bristol, Location, Green Bristol, Creative Bristol, Innovative Bristol, Incentive Ideas and Corporate Hospitality
- Useful information – maps, venues at a glance pages, transport information
- Venues featured in standardized adverts and listed according to type: Residential, non-residential, unique, academic, sports stadia

Where is the Conference & Events Venue Guide distributed?

- Direct mail to our database of qualified contacts
- At major national and international industry exhibitions and hosted buyer events attended by Meet Bristol
- Local trade and networking events attended by Meet Bristol
- On request to conference organisers and agents
- Proactive contact to new potential sales leads and agents
- Available online via meetbristol.co.uk

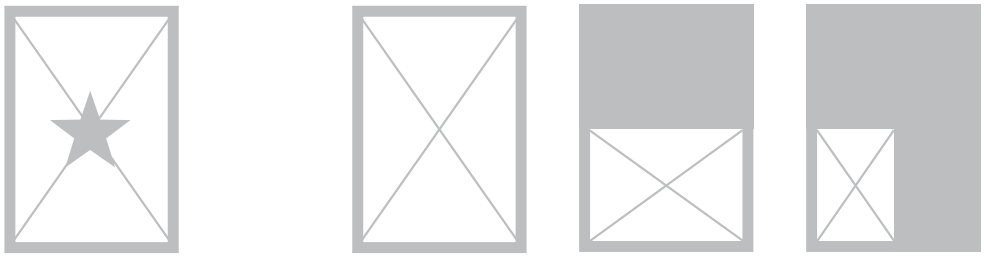
To discuss advertising opportunities,
please contact Faye Batchelor
E: faye.batchelor@visitbristol.co.uk
T: 0117 946 2201
W: www.visitbristol.co.uk

meet BRISTOL Convention Bureau

What are the advertising opportunities?

There are a range of options for both venue listings and advertising within editorial section (ROP).
Venue listing is open to Visit Bristol Gold members and partners only.

Venue Listings	**Full page** (A4 portrait)	**1/2 page** (landscape)	**1/4 page** (portrait)	
VB Member price*	£680	£420	£260	
VB Partner price*	£260	£ FREE	n/a	



General ROP

Sponsorship (logo on front page, back page and half page ROP OR full page venue listing)	**Full page** (A4 portrait)	**1/2 page** (landscape)	**1/4 page** (portrait)	
£1,470	£785	£525	£365	Non-Member price
£1,365	£680	£420	£260	VB Member price
£1,150	£520	£310	£210	VB Partner Price
	Type area (mm) 190(w) × 277(h) Trim (mm) 210(w) × 297(h) Bleed (mm) 216(w) × 303(h)	Scale (mm) 180(w) × 129.5(h)	Scale (mm) 87.5(w) × 129.5(h)	Specification

Artworking process

All ROP advertising should be supplied digitally as print-ready CMYK 300dpi PDF. Venue adverts follow a standard template to include one image (quarter or half page) or two images (full page only), address and contact details, logo (half or full page only), editorial and room information grid. All details and imagery to be supplied by client within booking form. Visit Bristol reserves the right to amend editorial if it is deemed unsuitable or inaccurate. Please contact us to discuss.

Deadlines and invoicing

Booking and artwork deadlines will be explained on contact. Invoicing will take place shortly after booking to secure your space and is payable within 30 days.

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