

NOTTINGHAM VISITOR GUIDE 2024

The Nottingham and Nottinghamshire Visitor Guide is produced annually by Visit Nottinghamshire, the official tourism body for the region. It is aligned to national and international tourist boards Visit England and Visit Britain. The guide is produced to encourage visitors with inspiring content and information and will be in circulation between April 2024 – April 2025.

The visitor economy is now worth £2.05 billion to Nottinghamshire and our guide offers your business increased promotion to this market with our range of advertising opportunities.

Members qualify for preferential advertising rates.

WHAT DOES THE VISITOR GUIDE LOOK LIKE?

- A5 guide
- 30,000 copies printed
- Editorially-led with featured themed content
- QR codes linking businesses to our website



WHERE IS THE VISITOR GUIDE DISTRIBUTED?

- Tourist Information Centres in Nottingham City Centre, Newark, Southwell and Sherwood Forest
- Tourist Information Centres throughout the country upon request
- Information stands in various hotels and attractions throughout Nottinghamshire, and neighbouring counties
- Online version available at visit-nottinghamshire.co.uk
- Available to order via the Nottingham Tourist Information Centre and at visit-nottinghamshire.co.uk

NOTTINGHAM VISITOR GUIDE 2024

PORTABILITY AND CONVENIENCE

Your message will travel with visitors effortlessly as the A5 format easily fits into bags, pockets, or purses, ensuring your brand stays in the spotlight throughout their journey.

ENHANCED READABILITY

Capture attention with crisp and concise content that is easy to read. The A5 format encourages visitors to absorb information quickly, making your brand more memorable.

ENVIRONMENTAL RESPONSIBILITY

Align your brand with eco-conscious initiatives by supporting our move to a smaller booklet size, minimizing paper and ink usage. It's a powerful statement that resonates with environmentally aware travellers.

TARGETTED ADVERTISING OPPORTUNITIES

Your brand will stand out in a curated selection of high-quality advertisements. The limited space ensures that your message is impactful, reaching visitors in a way that leaves a lasting impression.

MODERN AND TRENDY DESIGN


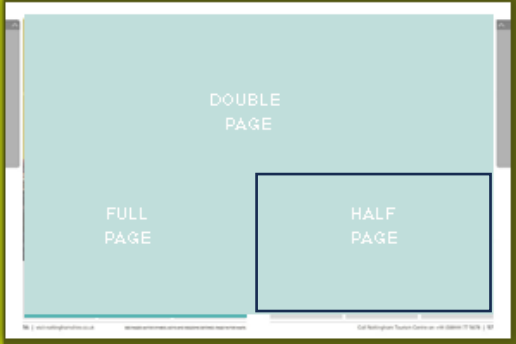
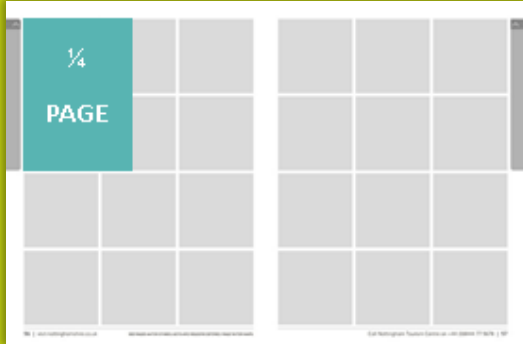
Leverage the A5 format to showcase your brand in a modern light. Our redesigned guide is not just informative; it's visually appealing and aligns with contemporary design aesthetics.

TECHNOLOGY IS KEY

82% of our website users are mobile based, with that in mind we have dispensed with pages of directory, opting for industry specific **QR codes**, creating a user path that points readers to our website to discover even more of the Nottinghamshire offering, more importantly, your **current** information!



ADVERTISING OPTIONS

					
PREMIUM POSITION BACK COVER Member rate Non-Member rate	£1,600 £2,000	DOUBLE PAGE Member rate Non-Member rate	£1,910 £2,388	1/4 PAGE Member rate Non-Member rate	£475 £594
INSIDE FRONT COVER/INSIDE BACK COVER Member rate Non-Member rate	£1,800 £2,250	FULL PAGE Member rate Non-Member rate	£1,250 £1,563		
		HALF PAGE Member rate Non-Member rate	£750 £938		

E-mail: businessdevelopment@visit-nottinghamshire.co.uk T:0115 9628311

Sponsorship packages including advertorial options available by negotiation.

To discuss any advertising opportunities please contact **Anna Scott**



ADVERTISING SPECIFICATION

A5 Bleed:	w:151mm x h:213mm
A5 Type area:	w:134mm x h:196mm
Double page:	w:296mm x h:210mm *
Full-page:	w:148mm x h:210mm*
Half-page:	w:130mm x h:90mm*
1/4 page vertical:	w: 63mm x h:90mm*
	*All page sizes are Trim Size, please equate for at least a 2mm bleed

ACCEPTED FILE FORMATS

We accept PDF (preferred), EPS, TIF and JPEG. We will no longer accept native application documents including Quark XPress or InDesign files. PDFs must be produced to the PPA industry-standard format, 'pass4press', and flight-checked.

BLEED

Adverts should be supplied with 3mm bleed with crop marks wherever they will be printed to the edge of the page. If bleed is not present you will be asked to re-supply or, depending on the design of the advert, we may add bleed for you.

KNOCKOUT / OVERPRINT

Ensure that knockout and overprint are set correctly in the source application document. These settings will be present in the PDF generated the application file and will be honoured in print.

LATE CHANGES

Changes made after the supply of copy or the publication's final copy date will incur additional charges at a standard studio rate.

COLOURS

All colours must be in CMYK. RGB, Lab or Spot colours will be converted to CMYK automatically by our software and we cannot accept liability for undesirable colour shifts.

FONTS

All fonts must be embedded in the document. If you're supplying an EPS file then please ensure that all fonts have been converted to paths or outlines before saving. If fonts aren't embedded in the document, we will ask you to re-supply the file.

RESOLUTION

Colour and greyscale images should be 300dpi. Monochrome images should be 1200dpi. Supplying images at a lower resolution can lead to a loss of quality.

SIZE

Single full pages, or fractional adverts should be supplied to us as separate files. Customers multiple adverts should send one file per advert. supplying

SENDING YOUR ADVERTISING COPY TO US

All files and folders must be labelled with the advertiser's name and publication title. Files up to 30MB in size can be emailed to businessdevelopment@visit-nottinghamshire.co.uk. Larger files can be uploaded to <https://wetransfer.com> & the link can be emailed to the business development team.

COPY DATE

Copy deadline for supply of advertising artwork **March 2024**