

Advertise in the 2010 OFFICIAL POCKET GUIDE to Southampton

walking
distance

Destination Marketing • Media • Cartography

4 million
people visit
city of
Southampton
each year

The Southampton Pocket Guide is a comprehensive publication providing useful information to both visitors and residents.

The Southampton Pocket Guide promotes the diverse offering of attractions, cultural experiences, entertainment, accommodation and excellent food and drink venues, highlighting Southampton as a perfect city for short breaks, day trips and business.

Nationwide distribution reaching your target audiences who want to know what to do, where to stay and what to see in this vibrant city,



Benefits include...

- **100,000 copies** distributed annually through hotels, tourist information centres, libraries, shopping outlets and service stations
- **REACH** a wide audience from both national and regional. The Southampton Pocket Guide is the most comprehensive **FREE** publication covering the city
- **AFFORDABLE** packages to suit your business and your budget
- **HIGH VISIBILITY** at major transport hubs into the city including: Ferry Terminals, Southampton Airport
- A **RETAINED** reference publication

NEW... on the web!

An **INTERACTIVE PDF** of the Southampton Pocket Guide will be downloadable from a number of Southampton based websites covering accommodation providers, attractions and destination sites including:

- www.visit-southampton.co.uk (Average 20,000 visits per month!)
- www.seacity.co.uk
- www.discoversouthampton.co.uk
- www.walkingdistance.co.uk
- www.whatsonpageone.com
- www.jurysinns.com

32%
of visitors are on a
day visit

19% are in the
city for a short
break

12% of visitors
picked up the guide
from a cruise
terminal

32% of visitors
stay in city
hotels

28%
of visitors surveyed said
they got their copy from a
tourist
information
centre

26%
stayed for
2-3 nights



* Statistics from Southampton Pocket Guide 2009 questionnaire. Real information from real visitors!

Advertising cost less
than you think!!!

Book your space
NOW!

CALL Walking Distance on:
023 8023 7654
or email: info@walkingdistance.co.uk

Southampton Pocket Guide – a targeted approach

Walking Distance actively promotes the Pocket Guide through the following;

- Targeted postal mailing to extensive database of people requesting information on Southampton
- E- newsletters and mailing to database email addresses. Local newspapers and magazines
- Local tourism and visitor websites including; www.visit-southampton.co.uk | www.destinationsouthampton.com | www.southamptonguide.co.uk
- Southampton's Universities for student and conference packs.
- Our own exclusive network!

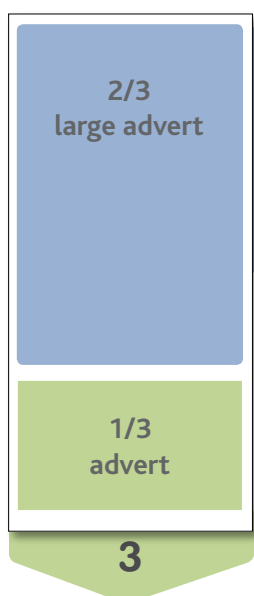
Advert Options to choose from...

Bigger is better... a bigger advert guarantees you higher visibility, greater impact and more brand recall. Select from the options below to take advantage of this **exclusive** advertising opportunity for your business.

GENERAL ADVERTISING

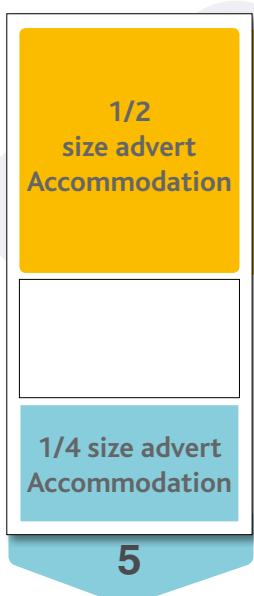


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ACCOMMODATION ONLY



5

GENERAL ADVERTISING

Ad type	Format	Price ex.VAT	Dimensions - height x width
1	Full page - Supplied ad	£750	210mm x 99mm + 3mm bleed
2	2/3 page - Supplied ad	£565	130mm x 89mm
3	1/3 page - Supplied ad	£325	62mm x 89mm

ACCOMMODATION PROVIDERS ONLY

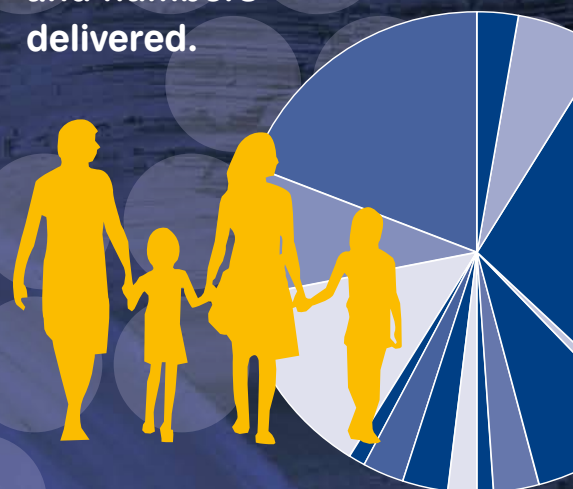
Ad type	Format	Price ex.VAT	Dimensions - height x width
4	1/2 page - Supplied ad	£435	99mm x 89mm
5	1/4 page - Supplied ad	£200	48mm x 89mm

HIGH VISIBILITY PREMIUM PAGES

Format	Price ex.VAT	Dimensions - height x width
Back Cover	£1250	210mm x 99mm + 3mm bleed
Inside right	£1000	210mm x 99mm + 3mm bleed

Book your space TODAY!

Breakdown of current distribution of the 2009 guide by type of stockist and numbers delivered.



Distribution data

30,000 will be distributed nationally based on a reviewed campaign to incorporate nationwide links.

70,000 copies will be distributed through Walking Distance's network of outlets across the city and surrounding towns. Outlets are visited on a regular basis to ensure a presence is maintained.

- Attractions 5000
- Solent University 10000
- Hotels 6000
- Southampton Boat Show 3000
- Southampton TIC 8250
- Cruise Terminals 5000
- Hedge End Retail Park 5000
- Southampton Airport 4000
- Southampton Universities 22000
- Accommodation 5000



Contact Walking Distance on:
t: 023 8023 7654 f: 023 8023 8855
info@walkingdistance.co.uk
www.walkingdistance.co.uk