

# Discover Rutland

Discover Rutland is Rutland County Council's official visitor destination and promotional brand, managed by a committee of interdependent, local representatives from a broad range of both private and public sector enterprises.

Rutland's breathtaking scenery, award-winning attractions, wide ranging sports facilities and world-class eateries make it an enviable visitor destination. From cosy olde-worlde pubs, designer shops and high adrenaline activities to music festivals, nature reserves and our very own beach, there really is something for everyone and a warm Rutland welcome awaits one and all.

Rutland is home to the award winning Rutland Water Nature Reserve, which forms one of the most stunning country panoramas in Europe. Visitors can enjoy seeking out hidden gems amongst friendly market towns that nestle within the peace and tranquility of stunning

English countryside. Sailing, cycling, rock climbing, hiking and horse-riding are just a few of the sporting activities which can help to work up an appetite that will be generously satisfied by award-winning eateries and delicious local produce.

The Discover Rutland website and high quality visitor guide reflect the offerings of England's smallest county; showcasing local talent and an idyllic destination that echoes the county motto 'Multum in Parvo' (Much in Little).

As Discover Rutland is a not-for-profit organisation, we rely on income from membership and advertising to fund our ongoing activity.

One of the aims of Discover Rutland is to celebrate the magnificent county by stimulating growth in the visitor economy through marketing platforms such as our website and visitor guide.



# DISCOVER RUTLAND

## COMPLIMENTARY VISITOR GUIDE

**This popular A4 guide is produced by local marketing company, Nimble Media Ltd, in association with Discover Rutland.**

### Frequency

The Discover Rutland visitor guide is produced and distributed bi-annually. Each issue, therefore, has a six (6) month shelf life, which offers a cost-effective marketing solution to advertisers.

Each publication offers focused unique editorial content and the opportunity for local businesses to reflect real time offers within their advertisements. New and returning visitors are able to experience the offerings of the county's best businesses, large and small, across every season of the year. With each issue, Discover Rutland drives tourism whilst opening doors to new and seasonal activities, an opportunity that many other tourist boards fail to recognise.

The Discover Rutland guide is the premiere publication that sets Rutland apart from other counties when visitors are researching a seasonal break. Whilst still retaining enormous appeal to visitors from outside of the area, locals also value the exceptional quality of content and benefits offered within the magazine.

### Circulation and distribution

#### Printed edition

13,500 printed copies are circulated, via national Tourist Information Centres, to local attractions and businesses in Rutland and the surrounding market towns. Each issue of Discover Rutland is also delivered direct to the doors of local residents with additional copies circulated via national or regional press exposure, direct marketing activities and on-line marketing activities. Enquiries can also be made through the Discover Rutland website [www.discover-rutland.co.uk](http://www.discover-rutland.co.uk)

### Digital edition

A fully responsive and interactive digital version of the guide is circulated via the Discover Rutland membership and customer database, advertisers and Rutland County Council. The digital version is promoted via websites, social media networks and within email signatures.

### Editorial

The Discover Rutland guide is produced by Nimble Media, a Rutland-based creative agency with local knowledge and talented creative expertise.

Each issue of Discover Rutland is packed full with seasonal content, local business information and an extensive diary dates section for easy reference. Advertisers are invited to submit images and information against the editorial features for inclusion against each issue. Please note: all submissions are included at the editor's discretion. Discover Rutland offers its readers an intimate knowledge of the region and an opportunity to explore the rich tapestry of country living amongst one of the most beautiful counties in England.

For a full features list please contact our offices on **01780 432930** or email [tracy@nimblemedia.co.uk](mailto:tracy@nimblemedia.co.uk)

### Demographics

Discover Rutland has an ABC1 demographic reaching tourists, holidaymakers, house buyers and local residents.

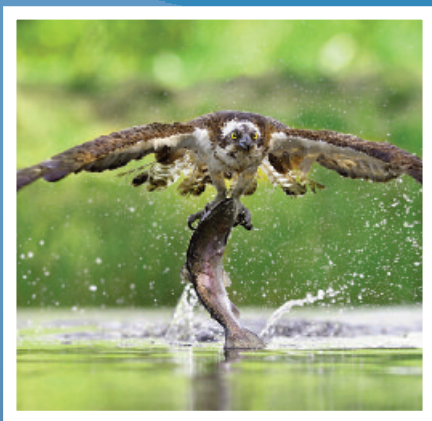
### Advertising offering

Discover Rutland offers advertisers a cost effective marketing solution for their business. In addition to the printed edition, all adverts are included in the digital version with a URL link to the advertiser's website. The guide receives extensive marketing campaigns throughout the year and advertisers can expect to reach a readership in excess of \*83,000 potential customers.

\*Based on national average readership scheme







## Advertising Dimensions and technical information

Advertising in the accommodation section is in a template format, which we will produce from the copy and image you supply. All other adverts, and accommodation providers taking additional adverts, will need to provide complete artwork following the size specifications below:

### Artwork is accepted in the following formats: .TIFF .JPEG .PDF .PSD .EPS

Alternatively, Nimble Media can offer a complimentary design service. This free service includes one (1) free design with 2 sets of amends. Additional designs and amends will be invoiced.

Full Page with bleed	(W) 210mm x (H) 297mm (3mm added bleed)
Full Page Trim	(W) 177mm x (H) 260mm
Half Page Landscape	(W) 177mm x (H) 127mm
Half Page Vertical	(W) 87mm x (H) 260mm
Quarter Page	(W) 87mm x (H) 127mm
Eighth Page	(W) 87mm x (H) 61mm
Feature Sponsorship	(W) 177mm x (H) 61mm



### Advertisement rates per issue

Advert Size	Associate / Non - Members	Member Rates
Eighth Page	£197+VAT = £236.40 incl. VAT	£177.30+VAT = £212.76 inc. VAT
Quarter Page	£360+VAT = £432.00 incl. VAT	£324+VAT = £388.80 inc. VAT
Half Page	£689+VAT = £826.80 incl. VAT	£620.10+VAT = £744.12 incl. VAT
Full Page	£1258+VAT = £1509.60 incl. VAT	£1132.20+VAT = £1358.64 incl. VAT
Feature Sponsorship	£656+VAT = £787.20 incl. VAT	£590.40+VAT = £708.48 incl. VAT

### Production Schedule

## AUTUMN WINTER 2019

Booking Deadline: 19th August 2019  
Distribution Date: 20th September 2019

## SPRING SUMMER 2020

Booking Deadline: 7th February 2020  
Distribution Date: 30th March 2020



For more details on advertising in the Discover Rutland official visitor guide, please contact:

Ann Holyoak - Advertising Sales Executive, Nimble Media: 01780 432930 | ann@nimblemedia.co.uk  
Michelle Toner - Advertising Sales Executive, Nimble Media: 01780 432930 | michelle@nimblemedia.co.uk

# ADVERTISING OPPORTUNITIES

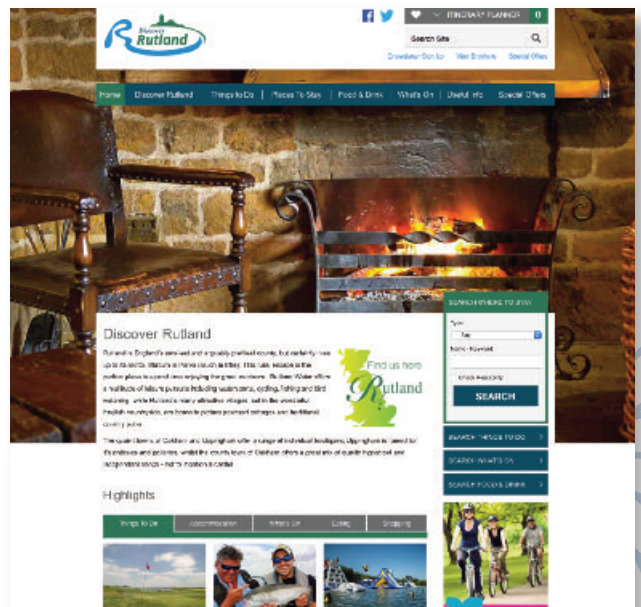
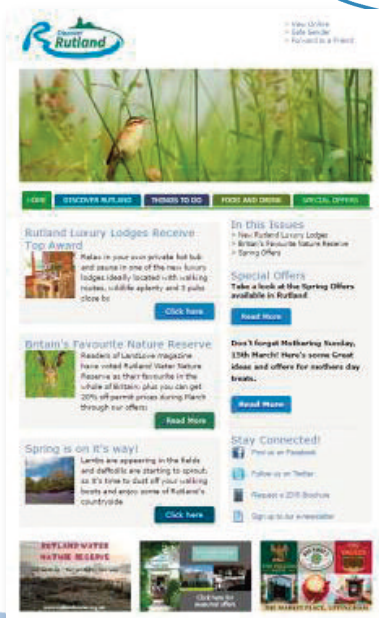
# Discover Rutland

Don't forget that  
Discover Rutland  
members get  
**10% off**  
these advertising rates!

[not applicable to  
associate members]

## Website

Be at the forefront of our biggest marketing platform and have a banner advert on the Discover Rutland website with an average of almost 15,000 users each month for **only £60 per month** during October to March\* and £70 per month during April to September\*. \*Minimum sign up is 3 months. Ad size: 220 pixels (h) x 300 pixels (w)



## E-newsletter

Discover Rutland have an established database of over 19,000 email addresses who receive a monthly e-newsletter. There are 3 advertising spaces here for **£65 per month**, minimum sign up is 3 months. Ad size: 190 pixels (w) x 120 pixels (h)

To discuss advertising on the Discover Rutland website, please contact:

Mary Copley - Tourism Officer, Discover Rutland: 01572 720921 | [tourism@rutland.gov.uk](mailto:tourism@rutland.gov.uk)  
All prices are excluding VAT

