

Discover Rutland

Discover Rutland is the official Destination Management Organisation for the county, feeding into VisitEngland's national initiatives. It is hosted by Rutland County Council, funded by the membership scheme and managed by a voluntary committee of 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 internationally renowned 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, fishing, walking 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

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. Members and 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

Demographics

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

New for 2021 – Video links

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.

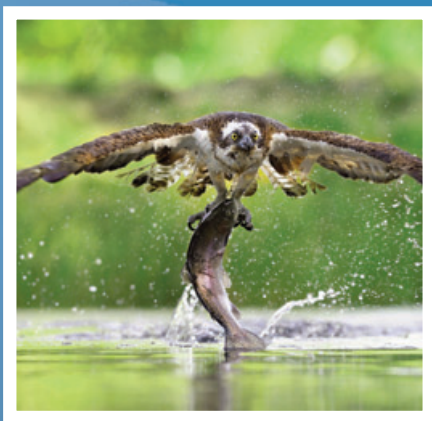
Increase awareness for your company by adding a link to a promotional video hosted on your YouTube or Vimeo account.

An additional benefit we are now offering with the digital publication is the opportunity for customers to have a link to a company video on their physical advert, giving advertisers the opportunity to showcase their corporate video or promote specific areas of the business.

Now more than ever before, people love to be able to 'see inside' when planning a visit. Maximise your inclusion by taking advantage of this offer at only £50.00 to include a direct link.

*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 incl. VAT
Quarter Page	£360+VAT = £432.00 incl. VAT	£324+VAT = £388.80 incl. 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

SPRING SUMMER 2021

Booking Deadline: 31st March 2021
Copy Deadline: 9th April 2021
Distribution Date: 29th April 2021

AUTUMN WINTER 2021

Booking Deadline: 6th August 2021
Copy Deadline: 13th August 2021
Distribution Date: 20th September 2021



For more details on advertising within the Discover Rutland Official Visitor Guide, please contact our sales team on:
T: 01780 432930 | E: sales@nimblemedia.co.uk

Discover Rutland Membership Scheme

Discover Rutland Membership provides exclusive marketing and PR opportunities, as well as a range of special benefits to provide your business with a cost effective way to promote your product. Be listed in our bi-annual Visitor Guide, DL size mini guide, A3 tear-off map pads and fully interactive website, plus gain exposure through our various social media channels and be included marketing campaigns & events under the Discover Rutland flag.

Join Discover Rutland and be a partner in, the biggest tourism marketing campaign for the smallest county and surrounding area.

10 reasons why you should become a member of Discover Rutland:

- Support the Discover Rutland Tourism Committee & work alongside other local businesses to promote Rutland as a great tourism destination & get support from the Tourism Officer
- Full listing on Rutland's official tourism website
- Discounts on additional marketing campaigns by Discover Rutland (such as the guide)
- Priority for inclusion in press and PR visits
- Invitations to networking events & opportunities for, sharing ideas, challenges and solutions
- Raise your profile through social media marketing activities & relevant publications
- Highlight your offers/news/events through our eNewsletters
- Promote your business to Rutland residents through local and campaigns
- Be part of the Discover Rutland community and share industry news and useful information
- Help this wonderful county to be heard alongside other great British destinations



To discuss what benefits a Discover Rutland membership could have for your business, please contact:

Mary Copley - Tourism Officer, Discover Rutland: 01572 720921 | tourism@rutland.gov.uk

Annual Costs Standard Membership

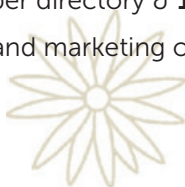
£150.00 + VAT

This includes;

- **One website listing** to include:
 - o Up to 500-words and 5 images
 - o Full business contact details
 - o Links to website and emailing facilities
 - o Booking button if applicable
 - o Opening times o Grading and awards information
 - o Directions with mapped location
 - o Your businesses pricing information
 - o Downloadable PDFs (i.e. brochures and menus)
- Access to login and update own business listings
- Ability to upload own special offers and events throughout the year
- Itinerary Planning facility linked to other pages on the website
- 'What's Nearby' feature,
- Profile link included on relevant pages within the Discover Rutland website
- **Regular members e-shot & communication**
- **Relevant inclusion on all Discover Rutland social media** feeds and communications
- **Inclusion within the visitor guide** member directory & **10% discount on advertising**
- **10% discount** on all other Discover Rutland marketing opportunities
- **Branded window sticker**
- **Brochure ordering service**

Add a website Marketing Bolt-on for £75.00

- Priority above standard listings
- Become a 'highlighted' listing throughout the website
- Double your profiles word count and image allowance to 1,000 words plus 10 images page



Get additional listings for only £75.00 + VAT. e.g. an hotel with a restaurant would pay £150.00 for the hotel's profile, then an additional £75 for a restaurant listing.

Associate Membership

£60.00 + VAT (not applicable for accommodation, eateries or attractions) We love to highlight all local businesses in the area. Associate membership includes a website listing and all standard member benefits as detailed above, excluding the discount on additional advertising and automatic inclusion in publications.