

BOOK BY 31/08/23 FOR  
EARLY BIRD DISCOUNT

Portsmouth  
the great waterfront city

# VISIT PORTSMOUTH GUIDES 2024

## DISPLAY ADVERT BOOKING INFORMATION

Portsmouth City Council is delighted to offer a range of advertising opportunities in the Visit Portsmouth destination publications for 2024.

Portsmouth is packed with things to do and fast becoming Britain's favourite waterfront destination, with more and more to offer every year. Portsmouth's irresistible mix of history and heritage, shopping, lively arts, great restaurants, bars and a programme of year-round events attracts over **10 million visitors** per year.

## ABOUT THE GUIDES

### VISIT PORTSMOUTH OFFICIAL VISITOR GUIDE

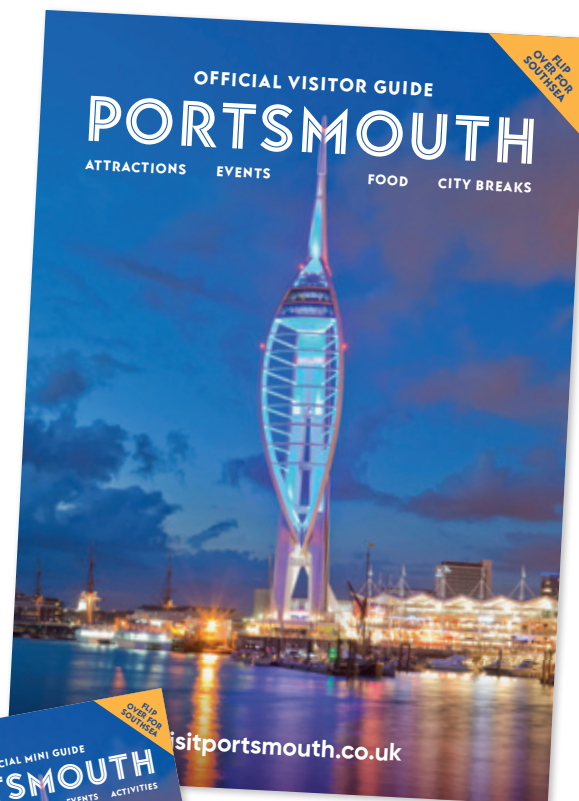
Our full colour official guide is A4 in size and has 52 pages, 50,000 are printed.

The guides are mailed free of charge on request and are also available to pick up at many locations.

Guide requests are made:

- Via [visitportsmouth.co.uk](http://visitportsmouth.co.uk) or by phoning visitor information services.
- In response to national press and travel supplements.
- In response to advertising campaigns, including outdoor campaigns in London area.
- At key travel and consumer trade shows and mailed to the travel trade and group organisers.
- At Visitor Information Centres nationwide
- At Portsmouth International Port

In addition, 35,000 copies are distributed via our distribution company. The A4 guide is aimed at the domestic market in North London and from the Northern Home Counties up to the South Midlands. Visitor Information Centres, Accommodation Providers and other outlets that prefer to order their stock are supplied by the distribution company also.



ASK  
ABOUT  
OUR EASY  
PAYMENT  
PLANS!

## WANT TO SEE THE CURRENT GUIDE?

You can request a copy of the official guide and mini guide online by visiting [www.visitportsmouth.co.uk](http://www.visitportsmouth.co.uk) and searching request brochure. Alternatively, view an online version of the the official guide on your computer or mobile device.

# VISIT PORTSMOUTH GUIDES 2024

## DISPLAY ADVERT BOOKING INFORMATION

### VISIT PORTSMOUTH MINI GUIDE

Our Portsmouth Mini Guide is DL in size and has 40 pages, 100,000 are printed and your adverts will also be included in updated versions of our German and Dutch Mini Guides this year.

These are available:

- Via brochure fulfilment service, targeting – Hampshire, West Sussex, Surrey, Berkshire, Oxfordshire, Dorset and London.
- Targeting outlets, accommodation providers, public libraries, garden centres, leisure centres, family pubs and restaurants, public buildings, golf clubs, tea/coffee shops etc;
- At Portsmouth International Port and on-board Brittany Ferries;
- Locally in Portsmouth at city attractions, venues, visitor information centres, accommodation providers, libraries etc.
- At key travel and consumer trade shows and mailed to the travel trade and group organisers.

All publications are also available to download from the Visit Portsmouth website which receives in excess of 850,000 site visits annually [www.visitportsmouth.co.uk](http://www.visitportsmouth.co.uk)

### HOW TO BOOK

To book your advert entry:

1. Select the advert size you require in the A4 official visitor guide and/or DL mini guides
2. Complete the booking form supplied
3. Read and accept the terms and conditions
4. Sign and return the booking form to:  
**Portsmouth Museum and Art Gallery**  
Museum Road  
Portsmouth  
PO1 2LJ

Send your advert artwork to:

[tourism@portsmouthcc.gov.uk](mailto:tourism@portsmouthcc.gov.uk)  
by **Saturday 30 September 2023**

### ARTWORK SUPPLY GUIDE

**When you book, you will need to supply high-resolution artwork of your advert by Saturday 30 September 2023.** Please supply files to the following specification:

- high-resolution PDF or JPG format
- Minimum 300dpi
- All images should be CMYK (not RGB)
- Fonts embedded, or converted to outlines/paths
- File name to include your attraction name

If artwork is supplied incorrectly we will attempt to fix the problem. If we are unable to correct the artwork your advert may be withdrawn and still charged in full.

Please email your artwork to [tourism@portsmouthcc.gov.uk](mailto:tourism@portsmouthcc.gov.uk) or send CD/DVD/USB flash drives to:  
**Portsmouth Museum and Art Gallery**  
Museum Road  
Portsmouth  
PO1 2LJ

### WANT TO ADVERTISE BUT DON'T HAVE AN ADVERT?

Our creative team can design your advert for you **free of charge** - all adverts in the Visitor Guide can take advantage of our design service in the event that you do not have appropriate artwork available.

For more information please call **023 9283 4636** or email [tourism@portsmouthcc.gov.uk](mailto:tourism@portsmouthcc.gov.uk)

### WANT TO SEE THE CURRENT GUIDE?

You can request a copy of the official guide and mini guide online by visiting [www.visitportsmouth.co.uk](http://www.visitportsmouth.co.uk) and searching request brochure. Alternatively, view an online version of the the official guide on your computer or mobile device.

### ENQUIRIES AND BOOKING

If you require any further information to make your booking, please call **023 9283 4636** or email [tourism@portsmouthcc.gov.uk](mailto:tourism@portsmouthcc.gov.uk)

# OFFICIAL GUIDE ADVERT OPTIONS AND PRICES

SELECT YOUR ENTRY ON THE BOOKING FORM SUPPLIED

## EARLY BIRD DISCOUNT OFFERS

Book in either guide for a 10% discount, or book in both guides and receive a 15% discount. Early bird offer only valid for bookings received by **31/08/23**.

	OFFICIAL A4 VISITOR GUIDE	Regular price	Early bird price A4 Visitor Guide <small>10% OFF</small>	Early bird price A4 Visitor Guide if booking ads in both publications <small>15% OFF</small>
A	1/8 PAGE	£414	£373	£352
B	1/4 PAGE	£817	£735	£694
C	1/2 PAGE LANDSCAPE	£1506	£1355	£1280
D	FULL PAGE WITH BLEED	£2957	£2661	£2513
E	FULL PAGE PREMIUM PLACEMENT Inside front cover	£3226	£2903	£2742
F	FULL PAGE PREMIUM PLACEMENT Inside back cover	£3065	£2759	£2605

All prices are **EXCLUDING VAT** which is applicable at 20%.



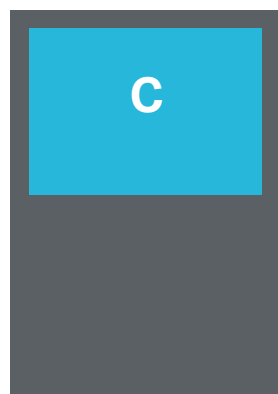
**1/8 PAGE**

85mm wide x  
64mm high



**1/4 PAGE**

85mm wide x  
131mm high



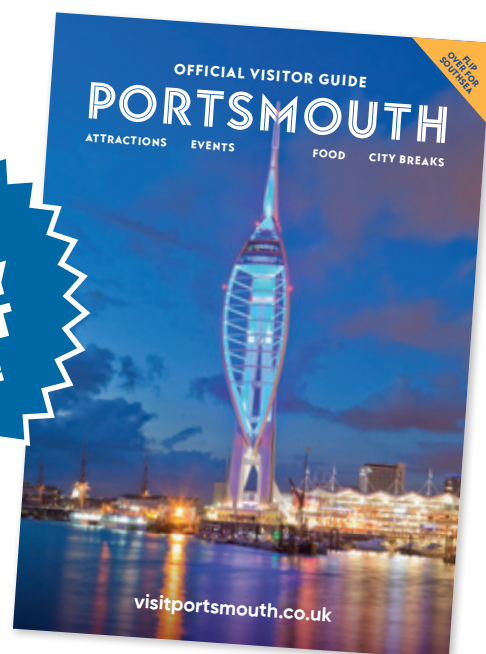
**1/2 PAGE**

182mm wide x  
131mm high



**FULL PAGE /  
FULL PREMIUM**

210mm wide x  
297mm high  
(+ 3mm bleed)



### YEAR-LONG PARTNERSHIPS

You may want to consider a year-long partnership with Visit Portsmouth. One payment offers a range of promotional activity including advertising in the destination publications.

Contact [tourism@portsmouthcc.gov.uk](mailto:tourism@portsmouthcc.gov.uk) to find out more.

# MINI GUIDE ADVERT OPTIONS AND PRICES

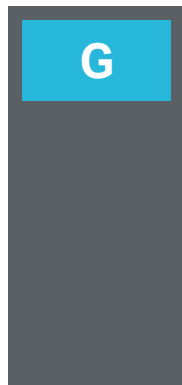
SELECT YOUR ENTRY ON THE BOOKING FORM SUPPLIED

## EARLY BIRD DISCOUNT OFFERS

Book in either guide for a 10% discount, or book in both guides and receive a 15% discount. Early bird offer only valid for bookings received by **31/08/23**.

	MINI DL GUIDE ADVERTS	Regular price	Early bird price Mini Guide <small>10% OFF</small>	Early bird price Mini Guide if booking ads in both publications <small>15% OFF</small>
G	¼ PAGE	£624	£562	£530
H	½ PAGE	£1199	£1079	£1019
I	FULL PAGE WITH BLEED	£2178	£1960	£1851
J	FULL PAGE PREMIUM PLACEMENT Inside front cover	£2419	£2177	£2056
K	FULL PAGE PREMIUM PLACEMENT Inside back cover	£2298	£2068	£1953
L	DOUBLE PAGE	£5917	£5325	£5029

All prices are EXCLUDING VAT which is applicable at 20%.



### 1/4 PAGE

82mm wide x  
45mm high



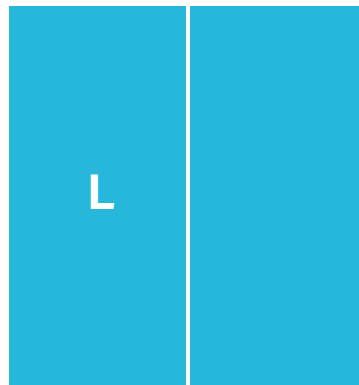
### 1/2 PAGE

82mm wide x  
95mm high



### FULL PAGE / FULL PREMIUM

99mm wide x  
210mm high  
(+ 3mm bleed)



### DOUBLE PAGE

198mm wide x  
210mm high  
(+ 3mm bleed)



## YEAR-LONG PARTNERSHIPS

You may want to consider a year-long partnership with Visit Portsmouth. One payment offers a range of promotional activity including advertising in the destination publications. Contact [tourism@portsmouthcc.gov.uk](mailto:tourism@portsmouthcc.gov.uk) to find out more.

## ENQUIRIES AND BOOKING

If you require any further information to make your booking, please call **023 9283 4636** or email [tourism@portsmouthcc.gov.uk](mailto:tourism@portsmouthcc.gov.uk)