

Partner opportunity: NewcastleGateshead pocket guide 2019-2021

1.0 Background

Our pocket guide is the official visitor guide for NewcastleGateshead and the surrounding area. This will be the 13th edition of this popular guide that is a vital publication for leisure and business events visitors, students and local residents.

Attractions, galleries, museums, culture and entertainment, shopping, sport, history and heritage, parks and gardens, eating out and nightlife, everything's covered and your brand could be at the heart of it.

The pocket guide is a FREE publication and is primarily picked up once visitors have arrived in NewcastleGateshead. The guides are distributed across the North East via regional visitor information centres, hotels, attractions, libraries and restaurants. They also have prime position in our visitor information racks across NewcastleGateshead and are available at transport gateways including the international ferry terminal, airport and railway station.

A proportion of guides are downloaded via our website (www.NewcastleGateshead.com – which averages 150,000 unique visitors per month) and requested via the visitor information network, meaning the guide has a key role in influencing potential visitors' decision to travel.

Research conducted with people who had requested the pocket guide in advance of their visit showed that 41% had visited since requesting the guide and of those:

- 80% stayed overnight.
- 69% brought the pocket guide with them.

Percentages rating the guide as good or very good in each of the following areas:

96% - interesting to read	80% - relevant to their visit
94% - provides useful information	90% - design
89% - maps and practical information	79% - planning visit
93% - easy to use	82% - getting the most out of a visit

When asked if the pocket guide helped them get more out of their visit, specific comments included:

"Easy to see where to go and use the advice to find best shopping areas."

"It showed me mainly where things are and even though I am originally from the area I discovered places I had never visited before."

"Found it very useful, actually lot better than one of the other pocket guides I got in book shop. Maps are very good and lot of very useful information in it. I'm heading over to Newcastle next week and it will definitely be coming with me."

180,000 copies of the pocket guide will be printed for distribution from early 2019. The guide has an 18-24-month shelf life.

2.0 Objectives of the pocket guide

- To inspire and inform visitors about the range of things to see and do in NewcastleGateshead.
- To be an informative and practical guide to the destination, highlighting the ease of getting around and the close proximity of places and attractions.
- To encourage visitors and local residents to get the most out of the city by discovering more things to see and do.
- To generate business for the advertisers and businesses listed in the guide.
- To highlight the best places to eat, drink and visit within NewcastleGateshead.
- To signpost to places and attractions across North East England where appropriate.

3.0 Target audience

The pocket guide is used by international and domestic leisure visitors, business events visitors, local residents on days out and students.

4.0 Advertising and sponsorship opportunities

The following advertising opportunities are available in the pocket guide. With **rates from just £240**, don't miss out on profiling your organisation in this hugely popular guide. All prices and discounts for partners of NewcastleGateshead Initiative are detailed in the attached advertising booking form.

Guide sponsor

Guide sponsorship includes brand logo on the front cover of the guide, offering your business prime position and maximum exposure. Sponsorship also includes a full-page advert on the back cover of the guide. This opportunity is strictly limited and will be allocated on a first come, first served basis.

As guide sponsor of the pocket guide, you will also receive a bespoke advertising package on www.NewcastleGateshead.com. This will be tailored to your businesses' objectives and target audiences, and give you additional profile to 150,000 unique monthly visitors and an opportunity to drive direct traffic to your own website.

Section sponsor

There are nine opportunities for section sponsors available within the guide. This includes a brand logo and editorial mention on the section intro, and full-page advert within the guide. This gives your business association with a specific sector relevant to your company. This opportunity is strictly limited and will be allocated on a first come, first served basis.

- Attractions / museums / galleries
- Culture / entertainment / performance
- Shopping
- Sport and leisure
- History and heritage
- Parks and gardens
- Eating out
- Practical info / getting around
- Nightlife

Full-page advert

A full page provides a high-impact advert, allowing your organisation's presence to be viewed exclusively, without any other advertisements and have a prime location within the guide. All advertising will be placed within a relevant section of the guide appropriate to the business.

Half-page advert

As above, all advertising will be placed within the relevant section of the guide.

Listings

The back section of the guide will include listings and contact details for businesses and venues (according to the above sections). Where relevant, partners of NewcastleGateshead Initiative will receive a FREE basic listing which includes name, address, telephone, website, nearest metro / Quaylink and very short description. There is an opportunity for businesses to upgrade to enhanced listings, which include a photo and longer description, for a small cost.

See advertising booking form for full details and prices. Partners of NewcastleGateshead Initiative are eligible to significant discounts on advertising rates.

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I would like to book the following:

	Gold partner cost	Silver partner cost	Bronze partner cost	Non-partner cost
<input type="checkbox"/> Overall sponsor of guide Includes company logo on front cover and full-page advert on back cover	£4,962	£5,376	£5,789	£8,270
<input type="checkbox"/> Section sponsorship Includes company logo on section intro and full-page advert – please indicate which section below	£2,976	£3,224	£3,472	£4,960
<input type="checkbox"/> Inside front cover full-page advert	£2,646	£2,867	£3,087	£4,410
<input type="checkbox"/> Full-page advert Adverts will be placed in the most relevant section of the guide	£2,316	£2,509	£2,702	£3,860
<input type="checkbox"/> Half-page advert Adverts will be placed in the most relevant section of the guide	£1,650	£1,788	£1,925	£2,750
<input type="checkbox"/> Enhanced listing Boost your free listing with an image and longer description	£240	£260	£280	£400

Section sponsorship:

<input type="checkbox"/>	Attractions / museums / galleries
<input type="checkbox"/>	Culture / entertainment / performance
<input type="checkbox"/>	Eating out
<input type="checkbox"/>	History and heritage
<input type="checkbox"/>	Nightlife

<input type="checkbox"/>	Parks and gardens
<input type="checkbox"/>	Practical info / getting around
<input type="checkbox"/>	Shopping
<input type="checkbox"/>	Sport and activities

Terms and conditions:

1. All bookings are accepted subject to availability and approval. NewcastleGateshead Initiative reserves the right to cancel or refuse to accept any bookings, in full or in part, without giving an explanation.
2. Once signed, it is not possible to cancel the contract without full agreement in writing from NewcastleGateshead Initiative.
3. All bookings are subject to a 50% cancellation charge unless cancelled within 48 hrs.
4. All rates are exclusive of VAT which will be payable at the prevailing rate.
5. Payment is due within 28 days from the date of invoice.
6. These conditions shall be governed and construed in accordance with the Laws of England.

Name:

Position:

Organisation:

Email address:

Signature: _____

Date: _____

Purchase order number (if required): _____

The booking deadline is **Friday 7 September 2018**.

Please complete and return this form to Shelley Johnson, Marketing Manager
shelley.johnson@ngi.org.uk