NewcastleGateshead visitor guide with map

About the brand-new official visitor guide with map

This autumn we are relaunching NewcastleGateshead’s official printed visitor guide. Responding to changes in the way visitors use visitor information, the new guide will be:

* Seasonal – to enable us to include timely content for visitors.
* Streamlined – cutting down on the paper we use and signposting to further visitor-targeted content online.
* Integrated with a full-size version of the NewcastleGateshead map, making it really easy for visitors to find advertised businesses.

60,000 copies of each A2-folded-to A5 guide (see outline layout below) will be printed and distributed via destination gateways, hotels, visitor attractions, universities and other points of high visitor footfall in Newcastle and Gateshead. The first edition will cover November 2019 – February 2020 and the second edition will be available to visitors from March 2020 – June 2020.

Due to the new, seasonal nature of the visitor guide, the first edition will replace the usual NewcastleGateshead Winter Festival guide.

The official NewcastleGateshead visitor guide is a prime opportunity for North East businesses to reach visitors *and locals* looking for events, attractions, culture, entertainment, shopping, sport, activities, days out, places to eat and nightlife – in short, things to do! And we have significant discounts on advertising for our partners.

Advertising costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Visitor guide | Gold partner cost | Silver partner cost | Bronze partner cost | Non-partner cost |
| Back page advert (A5) | £1,350 | £1,463 | £1,575 | £2,250 |
| A5 advert | £1,200 | £1,300 | £1,400 | £2,000 |
| Strip advert  (approx. 60mm wide x 140mm TBC) | £390 | £423 | £455 | £650 |
| Listing  (with 30 words of copy, contact info and image) | £192 | £208 | £224 | £320 |

Booking information

* 5% discount available for anyone booking advertising in both editions.
* Space is limited and bookings will be secured on a ‘first come, first served’ basis.
* The deadline for booking the November 2019 edition is Friday 11 October 2019 (artwork deadline Tuesday 22 October).

Please complete and return the form to Shelley Johnson, Marketing Manager [shelley.johnson@ngi.org.uk](mailto:shelley.johnson@ngi.org.uk)