



elmtreepress

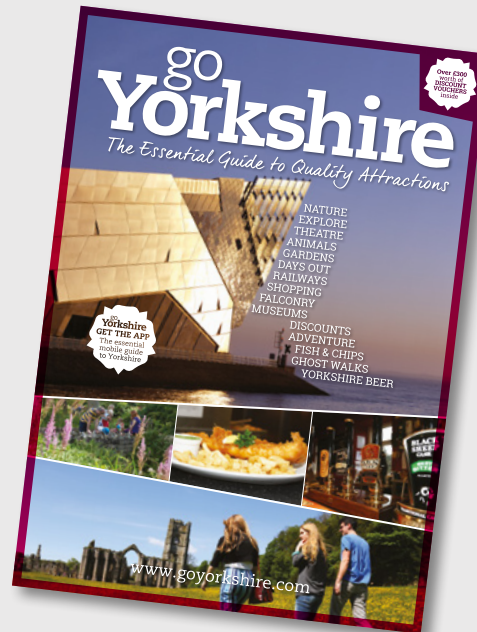
publishing / marketing / design

go  
**Yorkshire**  
Media Pack  
2015/2016



# Welcome

Welcome to our media pack for Go Yorkshire advertising in 2015/2016. In this pack you will find all the details you need regarding our publications and online advertising opportunities but should you require further details please don't hesitate to give one of the team a call on **01677 427334**.



# Go Yorkshire Bedroom Browsers

## AUDIENCE:

Prominently on display 365 days a year in hotel bedrooms, receptions, holiday cottages, caravan sites and pubs, the browsers are read by millions of visitors staying in Yorkshire as well as local individuals and families who are interested in places to visit, eat, stay and shop.

Our readers make deliberate buying choices and are keen to support the local economy. They typically value high quality, local goods & services, seeking out the very best that Yorkshire has to offer.

## WHAT OUR READERS SAY:

*"Superb quality, interesting content and looks good"*

Mrs G from Somerset

*"This is fantastic piece of work and if you are responsible for it then you should have a massive pat on the back. The information in there is so good, up to date, interesting and factual. It's not boring reading either because of the photos and layout"*

Stuart from Wakefield

*"We always enjoy reading the Bedroom Browser on our annual holiday in Yorkshire. It is full of informative editorials and beautiful images"*

Mr R from Gloucestershire





# Go Yorkshire Bedroom Browsers

## WHAT OUR ACCOMMODATION PROVIDERS SAY:

*"Our guests find the Bedroom Browsers indispensable. They are very well used on a day to day basis and many guests take them out as a reference guide to ensure they find the best attractions and places to shop and eat whilst touring the Yorkshire Dales. The Elmtree Press team ensure that we receive adequate supplies of the guides and are always extremely efficient and polite. Nothing is too much trouble".*

Amy Stockdale, Manager, The Old Coach House, North Stainley, Nr Ripon

*"The West and South Yorkshire Bedroom Browser is very popular with our visitors, to help them make the most of their stay with us. A superb visitor guide and is the only one we display in our hotel rooms".*

Lurdes Serreira, Leeds Marriott Hotel

*"An outstanding publication which actually brings York to life in your guest room and plays a very important part in promoting Yorkshire to our guests".*

Istram Nemes, Dean Court Hotel

*"Excellent resource for our guests and conference delegates. The North York Moors, East Coast and The Wolds Bedroom Browser is a high quality guide, packed with information, we are proud to display in our guest rooms".*

Kirstyn Brown, Burn Hall Hotel

*"Since our company started it has been an absolute pleasure working with such a friendly and professional team. Elmtree press have always gone above and beyond with any dealings. The Go Yorkshire room browser is a wonderfully put together publication and a quality product. We and our guests alike love it! We hope to work with Elmtree press for many years to come."*

The Sands Sea Front Apartments Scarborough



# Go Yorkshire Bedroom Browsers

## READER DEMOGRAPHICS:

- Tourism in Yorkshire & Humber is worth over £7 billion, which is more than the whole tourism expenditure in Ireland or Denmark. (Eurostat)
- 216 million visits to Yorkshire are made every year, equivalent to the total number of visitors to Walt Disney Attraction Theme Parks worldwide. (Top 10 Amusement/Theme Park Attraction Chains - World (2008).
- Yorkshire & Humber attracts 15 million overnight staying visitors (equivalent to 48 million nights) in the region every year, worth nearly £2.6 billion to the economy.
- Overseas visitors contribute a further 3.2 million trips (13 million nights) and generate £637 million of spend a year.
- Day visits make up the largest proportion of the Yorkshire & Humber Tourism economy, worth a massive £3.9 billion to the region every year with over 194 million visitors.
- Business trips represent a significant proportion of the tourism market, making up 19% of all overnight trips in the region and accounting for a quarter of all visitor spend, equivalent to £1.6 billion a year.
- Yorkshire provides a choice of over 4,868 hotels, guesthouses, self-catering units and campsites with enough bed space to accommodate the entire population of France over the course of a single year.

(Source Welcome to Yorkshire)

**Our Readership:** minimum of 4 million visitors per annum read our hotel guides (based on 80% bed occupancy)

**Average age:** 25 - 65

**Employment:** Employed/Professionals and affluent retired

Elmtree Press deliver to 99% of all serviced accommodation providers, as well as cafes, pubs and inns bringing the total to over 6,000 outlets in and around Yorkshire.



# Features

- Shopping
- Days Out
- Food and Drink
- Events
- Area Guides
- Interesting Facts
- Attractions
- Artists and Craftspeople

Each of the Bedroom Browsers is **packed with information and features**, and helps visitors get the best out of their holiday. It also **informs** local people and **encourages** them to explore and visit different attractions and locations. It is not just about putting together a bunch of advertisements, but **inspiring people to explore** this beautiful part of England.





# Trails

In each addition of the browsers we will be featuring shopping and hospitality trails which will include a selection of places to eat, stay and shop within the different areas.

There is no extra cost to go on these pages however there will only be a limited number featured for 2016 so to ensure you are included make sure you book your space early.



# Distribution Area

The Go Yorkshire Bedroom Browsers are distributed to Yorkshire and the surrounding area. There are four area guides comprising :-

- **York and District**
- **North York Moors, East Coast & The Wolds**
- **Harrogate and the Yorkshire Dales**
- **West and South Yorkshire**

We deliver them to **over 6,000** quality hotels, inns, holiday cottages, guest houses, caravan parks, lodges and conference venues. In addition to this we service military bases, cafes, restaurants and tea rooms. We distribute them **prior to Easter** in time for the **start of the season**, and continue to ensure that outlets are **replenished** throughout the summer.

## **YORK & DISTRICT - OVER 600 OUTLETS (12,500 COPIES)**

Delivered to the City of York and covering a 20 mile radius around the city. Including RAF Linton On Ouse and the American base at Menwith Hill.

## **NORTH YORK MOORS, EAST COST & THE WORLDS - OVER 1,300 (25,000 COPIES)**

Delivered from Scotch Corner, Darlington & Middlesbrough in the North through all areas east of the A1 down to Cleethorpes and North East Lincolnshire in the South.

## **HARROGATE & THE YORKSHIRE DALES - OVER 1,200 OUTLETS (15,500 COPIES)**

Delivered to Harrogate and all areas of the Yorkshire Dales including East Lancashire, The North Pennines area, West to the borders of the Lakes and as far South as Ilkley and Wetherby, Boroughbridge and the boundary of A1M Eastwards.

## **WEST & SOUTH YORKSHIRE - OVER 1,200 OUTLETS (18,500 COPIES)**

Delivered from Wetherby and Ilkley in the North down to Chesterfield and the Peak District in the South and across to the border of Manchester in the West.





# Bedroom Browser Marketing Opportunities

PRINT ADVERTS	YORK & DISTRICT	NYM, EAST COST & THE WORLDS	HARROGATE & THE YORKSHIRE DALES	WEST & SOUTH YORKSHIRE
Double Page	£2050	£3330	£2400	£2800
Full Page	£1190	£1925	£1380	£1630
1/2 Page	£775	£1150	£860	£955
1/4 Page	£480	£685	£510	£580
Classified Package	£275	£275	£275	£275

**All prices exclusive of VAT**

We also offer the opportunity to pay by instalments so please contact us for further details.

## DISCOUNTS AVAILABLE IF BOOKING MORE THAN ONE BEDROOM BROWSER

BROWSERS	DOUBLE PAGE	1 PAGE	1/2 PAGE	1/4 PAGE	CLASSIFIED
Two Browsers	10%	10%	5%	5%	2.5%
Three Browsers	15%	15%	15%	10%	5%
Four Browsers	20%	20%	20%	15%	10%



# Bedroom Browser Marketing Opportunities

## PRINT ADVERTISEMENTS - DIMENSIONS & SCALE

Classified w 100mm x h 40mm



1/4 Page  
Portrait

w 97.5mm x  
h 140mm  
+3mm bleed

1/2 Page Landscape

w 200mm x h 140mm  
+3mm bleed

Double Page

w 460mm x h 325mm  
+3mm bleed

Full Page Portrait

w 230mm x h 325mm  
+3mm bleed



# Go Yorkshire Mini-Guide

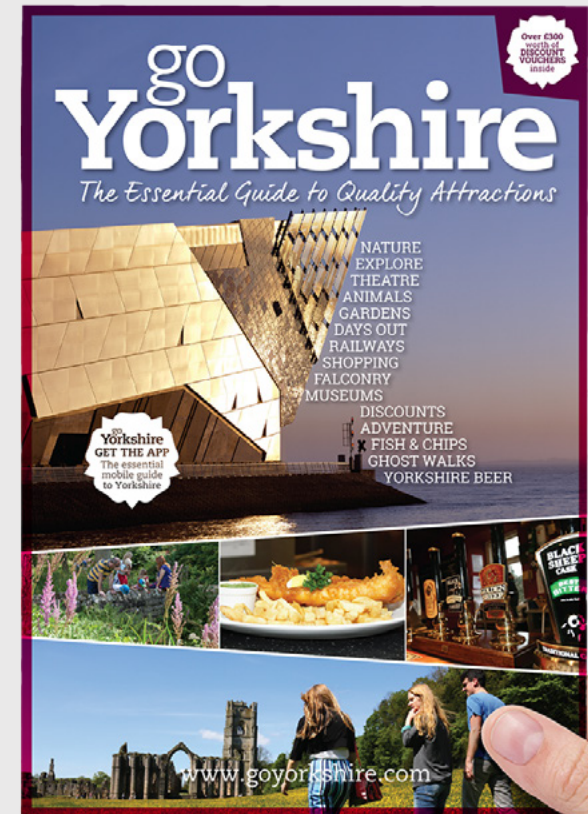
This popular A5 guide is a must for businesses wanting to attract as wide an audience as possible. Packed full of discounts worth over £250, it is the highest redemption leaflet in Yorkshire. As well as distributing the guide to all accommodation providers throughout the season, we deliver it to cafes, pubs, restaurants, attractions, libraries and at regional shows, ensuring that it not only attracts the all important visitor market but local residents too.

Distributed at the start of the busy tourist season in February we continue to replenish outlets and accommodation providers throughout the season.

**Detailed below is a breakdown of how it is distributed:-**

- Elmtree Press Distribution - **380,000**
- Other Distribution Companies - **125,000**
- Motorway Service Stations and Premier Inns in South Yorkshire - **20,000**
- Regional Shows - **33,000**
- National and Regional Tourist Information Centres - **20,000**
- Insert in Regional Magazine - **11,000**
- Hull to Zeebrugge Ferry Line - **11,000**

**Over 600,000 copies distributed in total**



# Go Yorkshire Mini-Guide

## PRINT ADVERTS

### MINI-GUIDE

Double Page	£5500
Full Page	£3240
1/2 Page	£1800

### All prices exclusive of VAT

A 10% discount is given off the above prices for advertisers who also book space in the bedroom browsers 2016.

1/2 Page  
Landscape

w 133mm x h 96.5mm  
+3mm bleed

Full Page

w 133mm x h 196mm  
+3mm bleed

Double Page

w 284mm x h 196mm  
+3mm bleed



# Go Yorkshire Vouchers For Kids (New For 2016)

This year we distributed our Go Yorkshire Mini-Guides on a request basis to schools in North Yorkshire. As a result of this we asked teachers whether they would like a voucher book full of money off deals specifically for their families and the overwhelming answer was “yes please!”.

- A6 Size - Print Run - **approximately 150,000**
- Promoted to schools and distributed on a request only basis to schools in Yorkshire
- Book contains vouchers to attractions, restaurants, shops leisure centres and more
- On line promotion and support both through social media and the Go Yorkshire and Educational Visits UK websites

This is a cheap and easy means to target local families prior to the main school holidays.

## PRINT ADVERTISEMENTS

### VOUCHER

Half Page	£600.00
Full Page	£1100.00

Price exclusive of VAT



# Go Yorkshire Garden Lover's Leaflet (New For 2016)

Packed full of interesting places to visit, hotels and B&Bs with special gardens, interesting and specialist nurseries and shows and societies to attend. The leaflet will be DL in size and you can choose from quarter, half and full page adverts which will be created in house by us so no need for designed artwork, we'll do it all for you.

**Print Run 150,000**

## PRINT ADVERTISEMENTS

## GARDEN LEAFLET

Classified Advert	£250
Quarter Page	£500
Half Page	£950
Full Page	£1800

*All adverts will include image, text (amount dependant on size booked) and contact details.*

## DISTRIBUTION BREAKDOWN

- |                               |  |
|-------------------------------|--|
| • Accomodation Providers      | • Garden Centres and Nurseries           |
| • Regional Shows              | • Florists                               |
| • Groups and Societies        | • Insert in Lifestyle/Gardening Magazine |
| • Tourist Information Centres |  |





# Website Opportunities

Everyone advertising in our publications for 2016 will automatically be included on the Go Yorkshire website and app however if you just want to advertise your business on line or if you want to increase your profile here is the information you need.

## MOBILE APP & WEBSITE

12 Months  
£250 + VAT

## BANNER ADVERTS

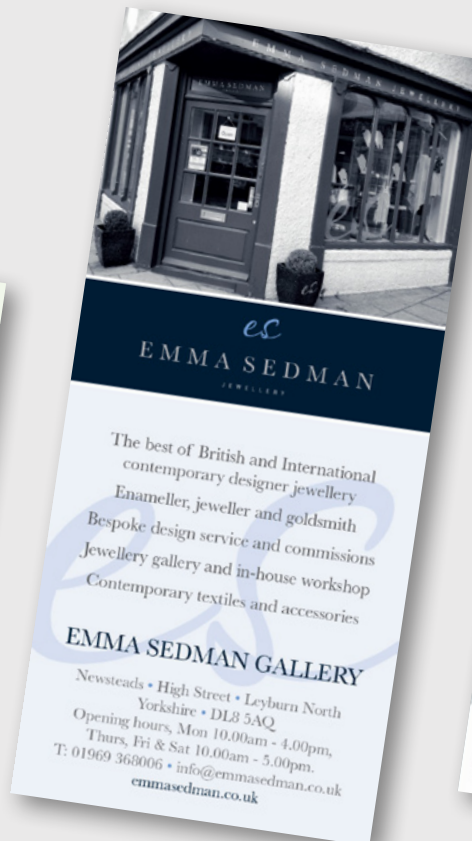
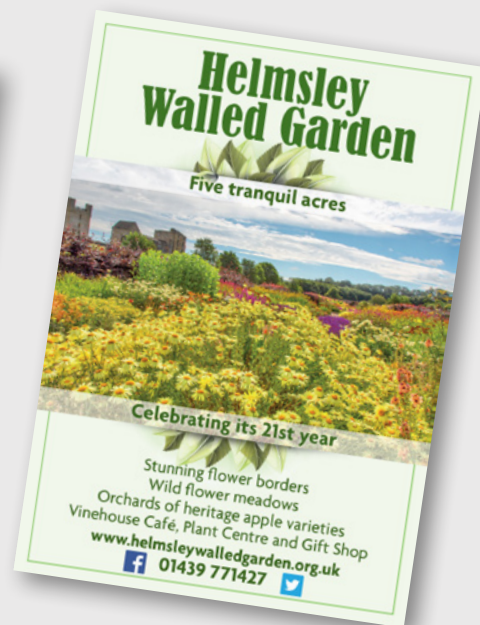
£125  
Per Month



# Design & Print

We offer a full design and print service, prices start from just £110.00 for quarter page advert designs but please get in touch for further details. We can also get you competitive rates for your printing needs so contact us with full details of your requirements and we'll send you a quote.

For further information please contact  
Rachel at [rachel@elmtreepress.com](mailto:rachel@elmtreepress.com)





# Our Promise To You

## WITH BEST WISHES FROM THE TEAM AT ELMTREE PRESS:



**Helen**

[helen@elmtreepress.com](mailto:helen@elmtreepress.com)



**Rachel**

[rachel@elmtreepress.com](mailto:rachel@elmtreepress.com)



**Meg**

[meg@elmtreepress.com](mailto:meg@elmtreepress.com)

As a small independent company, established for over 25 years, we understand the importance of ensuring that the money you spend on marketing, gets results. Our promise to you is to ensure that we give you honest advice about your business and listen to your needs and budgetary requirements.

We promise to you that we will advise you clearly about the opportunities we have to promote your business, both in our publications and online.

# Don't Just Take our Word For It...

## READ WHAT OUR ADVERTISERS SAY:

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*"We are delighted with the professional service Elmtree Press provide. We have been booking adverts in the bedroom browsers for many years and are always positive they help us achieve great results in our visitor numbers".*

*(Client for 25 years)*

Dawn Theaker, National Railway Museum

*"No matter how good a publication looks, it is useless if it is not distributed. This is where Elmtree scores. We have great confidence that if 25,000 copies of the Browser are produced, 25,000 copies will be placed, and placed where Elmtree say they will be placed. The redemption of our coupons in the Mini-guide are the highest of any publication, and proof that the Guide 'pulls'. With this confidence we use relatively large spaces in a very short list of publications of which Elmtree has the lion's share".*

Charles Forgan, The Captain Cook Memorial Museum,  
Member of Management Committee

*"Eden Camp has worked with Elmtree Press for the past 25 years. Helen Bullock and her team provide an excellent, efficient and friendly service and nothing is too much trouble. They are reliable and trustworthy with an excellent reputation of producing good quality publications both for the educational and visitor markets. They also have the proven ability to identify and implement new marketing strategies and distribution methods to ensure that information about our museum can be viewed and accessed by as broad and diverse a customer base as possible, which has significantly helped to attract large numbers of visitors to our museum each year. I would strongly recommend them".*

Nick Hill, Museum Director, Eden Camp Modern History  
Theme Museum, Malton, North Yorkshire



# Contact Us

For all enquires, advertising opportunities and website information please get in touch using the details below.

## ADDRESS:

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Elmtree Press Ltd, 32 Emgate, Bedale, North Yorkshire, DL8 1AL

## TELEPHONE & FAX:

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**T:** 01677 427334/427345

**F:** 01677 425013

## EMAIL:

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[info@elmtreepress.com](mailto:info@elmtreepress.com)

## WEBSITE:

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[www.goyorkshire.com](http://www.goyorkshire.com)

