

Make Yorkshire yours Magazine

Media Pack

Make Yorkshire yours is the only official tourist destination publication for the entire Yorkshire region.

The 2009 magazine, along with the 2009 Accommodation guide will act as fulfilment to all Yorkshire Tourist Board marketing activity throughout 2009. The magazine is an independently written; editorially led celebration of all that is great about the Yorkshire region.

Content

Covering everything from accommodation, food and attractions to heritage, the great outdoors and city-life Make Yorkshire yours magazine aims to ensure that Yorkshire is presented in a credible and attractive way. Leading travel writers are commissioned to bring our hugely diverse region to life through genuinely memorable articles.

Readership

Make Yorkshire yours readers are a diverse bunch, but all have one thing in common, a love of Yorkshire.

Predominately aimed at couples who are aged 45+ with a secondary audience of 25+ couples. All of whom range from active, confident Cosmopolitans*, self-reliant Traditionalist* and independently minded Discoverers*. The majority of the readership are based in London, the South East and the Midlands.

*Ark Leisure segments - if you would like further information on the segments YTB target please contact Emma Hirst or visit: www.yorkshiretouristboard.net/strategy/appendices-and-useful-information.shtml

Impact

Make Yorkshire yours Magazine is the driving force behind converting those just interested in taking a break in Yorkshire to becoming actual visitors.

Its impact is huge:

- A massive 60% conversion rate of enquirers to bookings in 2007.
- 64% felt they booked their Yorkshire trip as a result of the guides they received in 2007.
- 75% of enquirers felt they were very likely or likely to visit Yorkshire in 2008.
- 75% of enquirers felt they were very likely to recommend Yorkshire to their friends/family/colleagues as a place to visit.

Who should advertise?

Make Yorkshire yours' advertising package has been developed to reflect the needs of both the brand that wants to communicate with our readership, within a credible, quality publication and to fulfill the needs of the Yorkshire Tourist Board membership through effective, low cost listings.

So whether you are a major brand wanting to target our readership or simply want to list your attraction to ensure that you are on every visitor's 'to do' list we have a package to suit your needs.

Copy deadlines

All display advertising 26/09/2008

All listings copy 05/09/2008

Booking and contact details

For all advertorial enquires please contact Emma Hirst at Yorkshire Tourist Board on 01904 773369 or via email at ehirst@ytb.org.uk

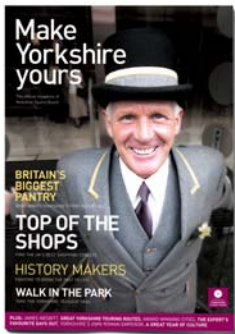
For all other advertisement opportunities please contact Wendy Ball at The Ark Design & Print on 0113 256 8712 or via email at wendy@thearkdesign.co.uk

Rates Card

Make Yorkshire yours Magazine 2009						
Entry	YTB Member (25% less)			YTB Non-Member		
	Price	VAT	Total	Price	VAT	Total
30 word listing	£170.00	£29.75	£199.75	£225.00	£39.38	£264.38
60 word listing	£280.00	£49.00	£329.00	£375.00	£65.63	£440.63
60 word listing plus image	£450.00	£78.75	£528.75	£595.00	£104.13	£699.13
1/4 page display advert	£870.00	£152.25	£1,022.25	£1,150.00	£201.25	£1,351.25
1/2 page display advert	£1,630.00	£285.25	£1,915.25	£2,170.00	£379.75	£2,549.75
Full page display advert	£2,700.00	£472.50	£3,172.50	£3,600.00	£630.00	£4,230.00
Double page display advert	£4,380.00	£766.50	£5,146.50	£5,850.00	£1,023.75	£6,873.75
Single page advertorial	£3,340.00	£584.50	£3,924.50	£4,450.00	£778.75	£5,228.75
Double page advertorial	£4,870.00	£852.25	£5,722.25	£6,490.00	£1,135.75	£7,625.75

Discounts apply to more than one booking. Details can be found on the MYY booking form.





Make Yorkshire yours

2006

Contents

Touring
Food
Shopping
Walking

History
Attractions
Destination Guide
Travel



Make Yorkshire yours

2007

Contents

Here's the new 'garden of England'
Food
Style
Heritage

Meet the arts superstars
Culture
Explore Yorkshire's luxury spas
Destination Guide



Make Yorkshire yours

2008

Contents

Outdoors
Grandeur and glory
Style
Luxury

Coast for all seasons
Rock and roll
Architecture
Destination Yorkshire

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Artwork and Delivery Specifications

Artwork:

Please refer to the following pages for advertisement dimensions.

Artwork Formats:

All files should be supplied in one of the following formats:

Photoshop eps, tiff or jpeg, all fonts embedded,

CMYK and 300 dpi resolution.

PDF all fonts embedded and press optimised to high resolution.

Delivery:

Artwork files can be supplied on CD to the following address:

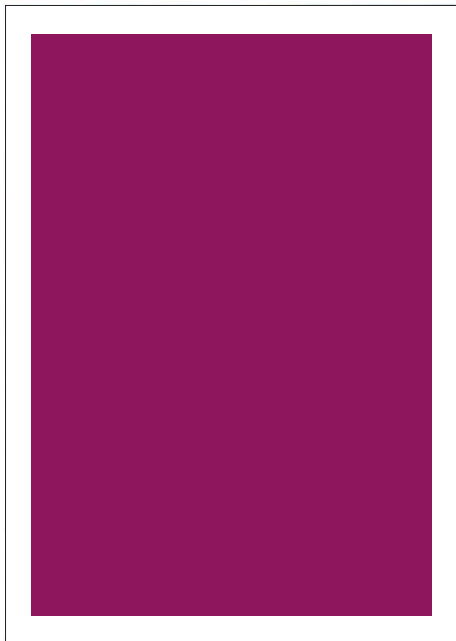
Production Department
Front Ideas Limited
Beehive Works
Milton Street
Sheffield S3 7WL

or email to: ian.gould@frontideas.com

Alternatively files can be sent ISDN to Yorkshire Tourist Board on 01904 773322.

Advertising Artwork Enquiries:

Call the Production Department on 0114 272 7370

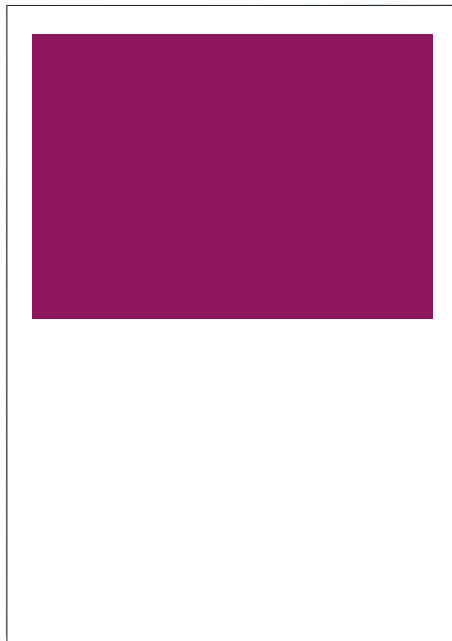


Full Page Advert

Type Area 270mm x 186mm

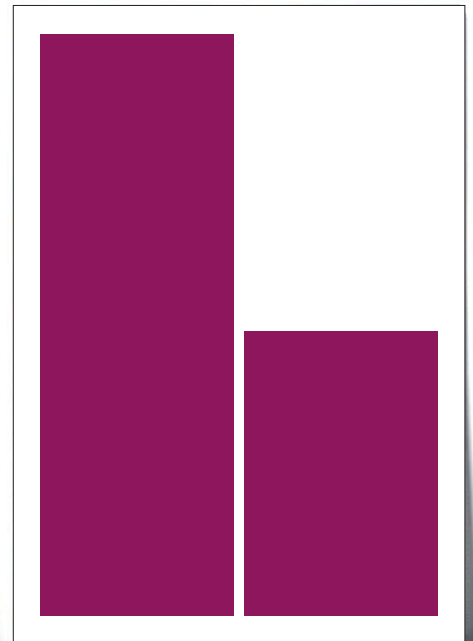
Trim 297mm x 210mm

Bleed 303mm x 216



Half Page (Landscape) Advert

Type Area 132mm x 186mm



Half Page (Vertical) Advert

Type Area 90mm x 270mm

Quarter Page Advert

Type Area 90mm x 132mm