



# ADVERTISE WITH...

# Active 2010

SOUTH WEST

*"Get out there and try something new!"*

Active SouthWest is an all new magazine for visitors and holiday makers to Cornwall and North Devon.

Sister magazine to The Tourist Handbook (now in its 16th Year) Active SouthWest follows the same journey through the delights of Cornwall, North Devon and on to Exmoor.

Active SouthWest aims to promote the South West as the key activity destination and to provide inspiration and encouragement to visitors to get out into the fresh air and try something new then help them to decide where to go to unwind and relax.

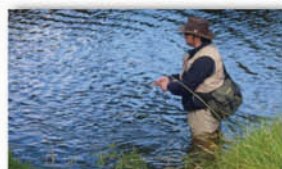
Our unique distribution puts your advert in over 2000 high end guest bedrooms and holiday cottages for a full twelve months in a full colour, high quality A4 glossy presentation publication.



Delivered to our ever-growing list of owners and operators of quality accommodation in the South West before Easter, Active SouthWest is then available to visitors in the comfort of their room, where they will be looking for inspiration for the next day of their holiday.

Active SouthWest puts your advert in the hands of over 35,000 visitors every year, visitors who are looking for things to do whatever the weather!

Active SouthWest is also available online at: [www.activesouthwestguide.com](http://www.activesouthwestguide.com) - putting your advert in front of potential visitors searching for holiday inspiration!



## WHY ADVERTISE WITH ACTIVE SOUTHWEST?

- Specifically targeted for visitors
- Unique distribution and support from accommodation owners
- High quality printed magazine AND continually updated website
- Dedicated to promoting active fun in the South West
- Your advert and editorial is in front of visitors when they are deciding what to do that day
- A full 12 months of advertising makes this an extremely cost effective way to reach visitors to the South West
- Editorial content designed to encourage visitors to try new things and be adventurous
- Over 35,000 potential readers
- Your advert appears in the section relevant to your location with your editorial woven seamlessly into the content.



### Year 2010 Display Advertising

HALF PAGE 255mm x 90mm  
£760 + VAT

As well as the advertising itself, this size gives you all the editorial content of the page. Therefore the whole page is devoted to you approx 450 words.

QUARTER PAGE 125mm x 90mm  
£430 + VAT

Including editorial if appropriate approx 250 words.

EIGHTH PAGE 60mm x 90mm  
£260 + VAT

Including editorial if appropriate approx 125 words.

#### Contact:

Wakefields Print and Design for further assistance details below.



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