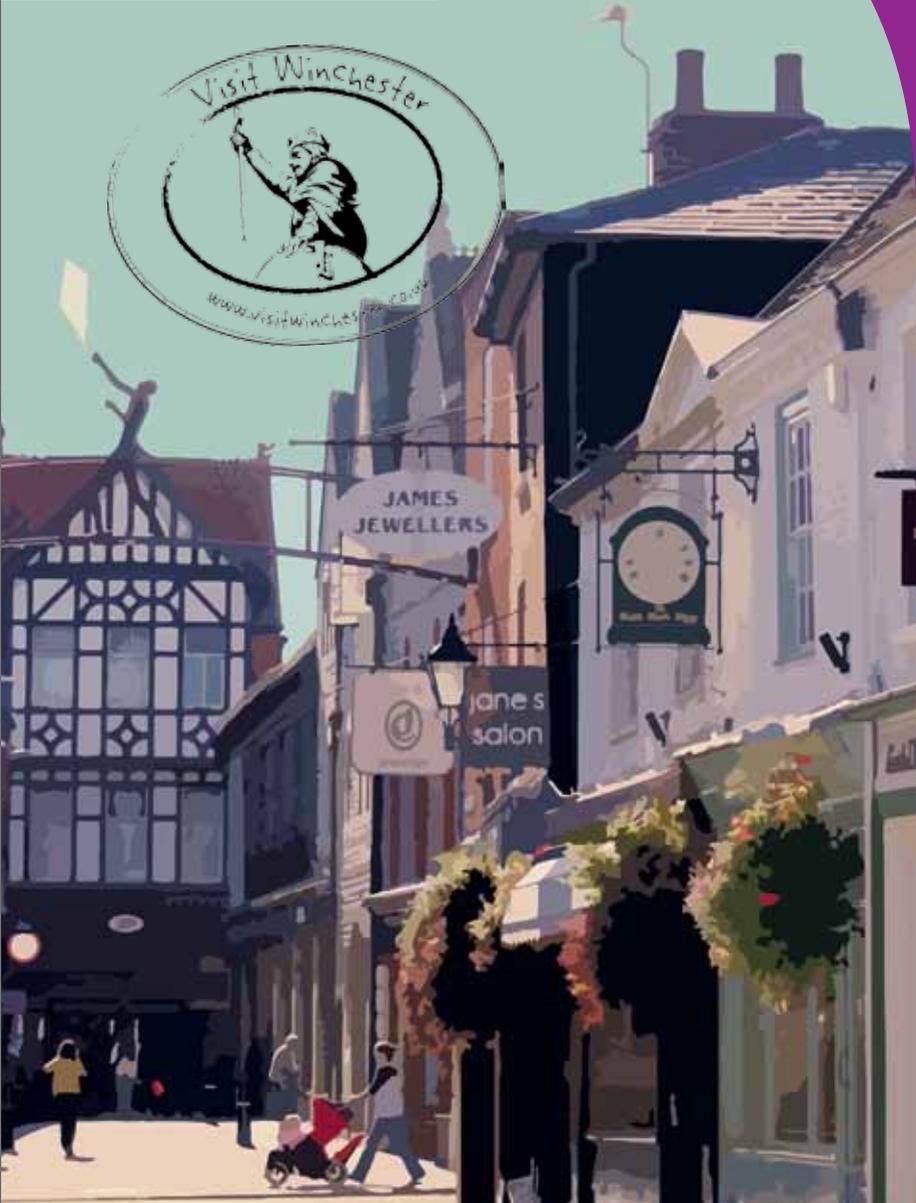




Media Pack : Winchester Guest Magazine 2015

the Winchester  
**guest  
magazine**

Media Pack



Supported by Visit Winchester  
& BID Winchester



Brought to you by:



# The Winchester Guest Magazine

An exclusive visitor magazine for guests staying in Winchester.

## What?

Successfully launched in Spring 2014, The Winchester Guest Magazine is a high-end lifestyle magazine specifically for the distribution through hotels and accommodation providers across the Winchester District.

Developed in conjunction with Visit Winchester and Heart of Hampshire Destination Management Partnership (DMP) team at Winchester City Council, the publication has been developed to support and encourage the visitor economy within the city.

With 5.5m\* visits to the city each year with an estimated economic impact of over £340\* million, the Winchester Guest Magazine is a bespoke lifestyle-themed publication targeting these visitors.

## Where?

Working with Visit Winchester and BID Winchester, The Winchester Guest Magazine will be available exclusively in hotel and guesthouse bedrooms and self-catering properties. With around 900 bed spaces within the Winchester district, accommodation providers are able to order copies of the publication for continuous display within their bedrooms and guest areas. It will also be available throughout the Tourist Information Centre and online via Visit Winchester.

## Testimonial...

“ Having spent five years redeveloping the Visit Winchester brand we are understandably a little precious about who we allow to promote it on our behalf. Jo and the team at The Marketing Collective grasped this and have been a safe pair of hands throughout the production of The Winchester Guest Magazine. I would not hesitate to recommend their services to any business looking to produce high quality marketing collateral.

Ellen Simpson, Head of Tourism,  
Winchester City Council

“ The guest magazine was incredibly popular here at the hotel. Our guests commented that it helped them make the most of their time in Winchester and included places of interest that they had not thought of before. As a hotel it is important for us to provide our guests with all the information they require to have an enjoyable stay and having the magazines in our rooms did just that. We wouldn't hesitate in recommending the magazine to other hotels.

Sarah Waddington, Sales Manager,  
Holiday Inn Winchester.

\* Figures based on 2013 Economic Impact of Tourism in Winchester. Research conducted by Tourism South East.



# Why?

- There is no other publication exclusively available at accommodation venues. The Winchester Guest Magazine also:
- The magazine is a bespoke visitor publication for a captured audience.
- Offers editorial based lifestyle magazine content – a customer centric read from cover to cover.
- Gives your business a creative opportunity to tell unique stories about what you do.

## Choose from:

- Product placement opportunities
- Double page, full page or half page editorial features including images and contact details.

## Advertising investment:

Format	Format / Dimension - width x height	Price ex.VAT
Full page	500 words	£395 + VAT
Half page	300 words	£245 + VAT
Back Page Display	99mm x 210mm + 3mm bleed	£600 + VAT
Inside Front/Back Display	99mm x 210mm + 3mm bleed	£495 + VAT
Product Placement Page	Contact to discuss	£60 + VAT

Contact us on 023 8000 1655 or [info@themarketing-collective.com](mailto:info@themarketing-collective.com)

Sales close: 23rd February | Copy deadline: 27th February  
 Printed: Beginning March 2015 for distribution before Easter.

## Plus:

- Peace of mind - we're supported by the Visit Winchester DMP team and Winchester BID
- 25% advertising discount for Winchester DMP members looking for bespoke coverage.



# Contact us:

Call: 023 8000 1655 or 07591170720

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