

We're all about tourism



Creating customers for destinations, attractions, theatre and events

Overview

Take One Media offers a complete, integrated tourism marketing service that connects you with tourists at all stages of the customer journey.

We're part of Menzies Distribution and have over 35 years experience in the industry. We are the only company with the specialist people, skills, processes and 'kit' to get the job done effectively.

Contents

What we do	1
Working with us	2
Our clients	3
Our partners	4
Display: in destination	5
Display: local tourism economy	6
Display: land, sea & air	7
On-demand	8
Branding	9
Branding: headers & posters	10
Branding: posters East & Midlands	11
Branding: digital	12
Branding: City Information Centre	13
Direct	14
Focus Runs	15
Tourist maps	16
Somerset: Things to see & do	17
Gardens of the South: Things to see & do	18
Bucks, Berks & Oxfordshire: Things to see & do	19
Home of Shakespeare: Things to see & do	20
Essex: Things to see & do	21
Suffolk: Things to see & do	22
Xperience London	23
Digital marketing	24
Strategic & Support	26
Contact	27



We are a tourism marketing company that creates customers for destinations, attractions, theatre and events through the display of tourist information on and offline. We do this through:

- ❑ **Display and branding:** we place your leaflets and posters through our network of 8,000 merchandised stands in high-footfall locations
- ❑ **On demand:** TICs and smaller accommodation providers can order the print they need for their customers
- ❑ **Direct:** specialist campaign activity, runs and publications including tourist maps
- ❑ **Digital:** trade and consumer communities
- ❑ **Strategic:** working with you on objective setting, segmentation, targeting and marketing mix decisions
- ❑ **Support:** design, messaging, print, mailing, fulfilment, data capture, storage





Our brand represents a promise to our customers about who we are, what we stand for and how we approach a job. We are proactive, flexible and put thought into our tourism marketing plans. We have a culture of continual innovation to keep us ahead of the competition and so deliver superior results.

Our stands are merchandised regularly throughout the year with most stands filled at least monthly. All our activity is transparent as it is recorded on a device which gives immediate and accurate measurability and reporting.

You will receive a **written proposal** in response to your brief and our conversations with you. We will work with you to arrive at an ideal campaign to suit your budget and objectives. You will also receive **monthly reporting** and as part of our premium service, an end of campaign review with **detailed analysis and mapping of results**.

What sets us aside...

- ✓ **Integration** - we will work with you, within your objectives and budget to target as many relevant customers as possible – we believe the consumer drives the process and touch points should be maximized through an integrated approach.
- ✓ **Scale** – we have the largest network and access to the biggest audiences. In an average year we display and distribute 54.2 million individual pieces of printed tourism information. Dayvisits traffic is c. 500,000 and social media reach 3.5m.
- ✓ **Integrity** – we deliver your leaflets by hand and stock the stands ourselves – we can 100% guarantee that your leaflet is where it should be in the right quantities. We restock and ensure the visual appeal of our stands on a regular basis.
- ✓ **Innovation** - we are continually researching the ways through which people consume tourism information and as a result make their tourism decisions. We develop new products to bring more information to people in a format that we know has an impact.

We aim to be the supplier of choice for tourism information due to our reliable service, the best stands in the best sites, the best selection of multi-format tourist information and our innovations in bringing it to the market.



We work with and on behalf of five main client groups:

❑ **Attractions, theatres and events**

We **promote** this group to tourists and day trippers and get their information to the right market, at the right time, in the right format (leaflets, posters, digital).

❑ **Serviced outlets (hotels, airports, motorway service stations, pubs, shops, attractions)**

We provide a **service** to this group – enhancing their own service offering by ensuring that that customers and guests have the best experience possible by having access to information in the right place, at the right time and in the right format. We do this primarily by providing a leaflet stand and merchandising it regularly. If you would like one of our stands contact 0800 389 6636.

❑ **On demand outlets (TICs and smaller accommodation providers)**

We provide a **service** to this group, again enhancing their own service offering by ensuring that that customers and guests have the best experience possible by having access to the right information. We do this by hosting and maintaining two websites for these groups to login, order information and have it delivered.

❑ **DMOs and groups**

We **partner** and **work with** these groups to promote and develop tourism as a whole.

❑ **Consumers/tourists**

We provide a **service** to this group ensuring they can pick up tourism information, inspiration and ideas for now, the future, in their local vicinity and for destinations further afield.



We work with a variety of organisations across the entire tourism industry to promote destinations and attractions and improve the overall customer experience.

Here are some examples:

- ❑ **City Information Centre** – official media partner of the UK flagship TIC in London
- ❑ **Tranquil Touring Parks** – print provision and digital (competitions – 3018 entries over 10 competitions in 10 months)
- ❑ **Visit Somerset** – map and digital (competitions – 869 entries over 3 competitions)
- ❑ **Visit Essex** – map partner
- ❑ **Attraction World** – book tickets through Dayvisits and extra promotion for leaflet customers
- ❑ **MDQ Tickets** – London shows booked via Dayvisits
- ❑ **ATAK** – destination partner for print and digital

Display: in destination

Attractions

Part of our role is to develop and grow the tourism industry, stimulating even more visits and what better way to do this than to display information in attractions – where we know we have an engaged audience of tourists/day trippers – our network gives you access to 932 outlets.

Accommodation

The name Take One Media can be seen in hotels, B&Bs, holiday parks and campsites nationwide. Our leaflet stands have become synonymous with the reception environment, with stands in providers of all sizes including big brands. We have opportunities to suit all our clients' needs. These include:

- Stands in 730 hotels across London
- Exclusive leaflet display with Premier Inn
- Exclusive leaflet display with Travelodge



Take One stands are so popular with hotels and holiday parks because:

- Regular leaflet top-ups ensure the print is always accessible
- Stands are placed to blend into the hotel environment and are regularly maintained
- We provide local literature including - arts, activities, major attractions and events
- We listen to hotelier feedback and introduce improvements and innovations
- It provides an additional service for guests
- It saves hotelier time in sourcing information from individual attractions

You can also feature a branded message at the top of the stand, which is exclusive to you – see page 8.

City Information Centre

See page 12 for information on ensuring you feature in the UK's flagship TIC.

**Contact us on
0800 389 6636 or
ask you BDM for
detailed counts in
your area**



Display: local tourism economy

Community

Our community network of over 757 stands can get you into places like:

- railway stations
- local businesses and offices
- leisure centres
- London student network
- places of general community interest – including targeting people going to work.

In store

Take One Media has leaflet display stands in over 144 supermarkets throughout the UK, accessing the tens of millions of customers who shop at supermarkets each week.

Displays are in established positions which are recognised sources of information for shoppers within stores - these high footfall locations are perfect for attracting the family market.

We also have print and digital display stands in major shopping centres including:

- **Intu Chapelfield:** Norwich
- **Lakeside Shopping Centre:** Thurrock, Essex
- **The Chimes Shopping Centre:** Uxbridge, London
- **The Glades Shopping Centre:** Bromley - London
- **The Harlequin Shopping Centre:** Watford, Hertfordshire
- **The Belfry Shopping Centre:** Redhill, Surrey



Display: land, sea & air

Motorways

Take One has 75 modern, high density stands in service stations across the UK; and is exclusively featured in all Welcome Break, Moto and Extra Services. Moto is the UK's largest motorway service provider and home of M&S Simply Food, whilst Welcome Break is home to Waitrose. There is the facility to feature on digital media stands and 48-sheet poster boards at selected Moto and Welcome Break sites.



Leaflet display in the motorway service stations reaches business travellers during the week and a more mixed audience at the weekend. Motorways carry over 33% of all road traffic (even though they only account for 5% of the UK's road system).

Cross Channel and North-Sea

Take One's exclusive partnership with P&O Ferries offers brochure display stands and poster sites on heavily used cross-Channel and North Sea routes targeting around 8.4 million passengers a year. You can display DL, A5 and A4 brochures and posters.

- ❑ **The Channel** – the gateway to the South East and the rest for the UK for many travellers. You can target visitors as they enter and exit the UK via routes through Dover and Newhaven, Calais and Dieppe.
- ❑ **North Sea** – Focus on Hull, Zeebrugge and Rotterdam – with Hull set to be the Capital of Culture in 2017 and visitor numbers expected to rise – this is a perfect time to use this exclusive product. Feature on the Pride of Hull, Pride of Bruges, Pride of Rotterdam and the Pride of York.



Airports – London Heathrow

Airports are busy, bustling places and finding the right display location can be tricky. Take One Media has worked with London Heathrow to determine the best locations for our multi-media stands where print and digital work together to catch the eye of as many people as possible whilst they are relaxed and in need of stimulation. This provides the perfect opportunity to influence the traveller's decision on the next trip or leisure purchase they make, while it is at the forefront of their thoughts. With Take One you can access:



- Travellers in all terminals both airside and landside
- HD digital display packages to add a brand or product messages
- Stands in three sizes (60, 36 or 24 leaflet slots). Book the 24 slot for a 'one brand' option

On-demand

As well as getting your leaflets out across our network of fully merchandised leaflet stands, we can promote you through our 'on-demand' services for Tourist Information Centres and smaller accommodation providers/private offices who may not have room for a floor standing leaflet rack.

There are three ways you can target through this service:

1. Leaflets - Businesses can logon, order a quantity of leaflets that they want to offer to their customers and then we deliver them free of charge. When you choose distribution through our on-demand services there is minimal wastage and you open up a whole new market. Last year alone saw 6.2million leaflets, covering 2,400 titles go through 2122 outlets.

2. Website - When you choose to make your print available to order we can feature you on the homepage to give you more exposure and increase order rates. This will also increase your visibility through web searches.

- Header advert; £55 per month
- Featured brochure advert & page: £30 per month
- Featured places to go advert: £30 per month
- Featured regions page (SelectOne): £100

3. Targeted email marketing - We can email our databases with your information on your behalf. We can design emails to your brand guidelines and will manage the whole campaign and report back. If you don't want a solus email you could take a small slot as a featured attraction in one of our regular to campaigns to these people who are usually on a monthly ordering cycle. Emails to these groups increase brand awareness and ultimately pick-up of your information.

- TIC campaign and landing page: £375
- SelectOne campaign: £350
- Insert/link in a SelectOne campaign: £100

top-up free online brochure ordering for tourist information



select-one free spring and summer brochure ordering for tourist information



Branding

We offer exclusive, far reaching branding opportunities:

1. Panels located on top of leaflet stands
2. Poster sites on stands
3. Digital media stations
4. Through the UK's flagship TIC in London

- Get directly in your customer's eye line
- An add on to complement leaflet campaigns or stand alone
- Potential to increase views and pick-up of your leaflet leading to more visitors
- Choice of number of stands and campaign length
- Custom built campaigns to suit all budgets
- Raise awareness of your company with great advertising on our leaflet racks in high footfall sites

Also available...

48-sheet motorway services posters at selected locations – call for detail



Brand awareness building guaranteed to get you noticed and enhance your leaflet campaigns

Branding: headers and posters

Specification & pricing

Stand branding: 104, 84 and 60-slot	
Number of sites	Price per site, per month
01-09	£10
10-29	£6
30+	£4

Example: 10 sites for 4 months

10 sites x £6 per site per month = £60 per month for all sites

£60 x 4 months = **£240 for the total campaign**

You will need to provide creative - stock recommendation
240 micron lightblock or minimum 200gsm gloss

577 mm wide x 205 mm high + 5 mm bleed all round



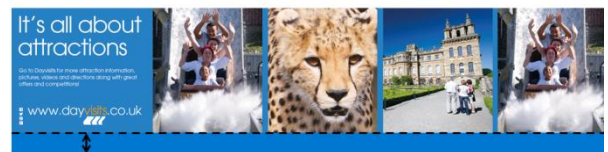
Margin to allow for taller leaflets overlapping ad area = 55mm from trim line

792 mm wide x 205 mm high + 5 mm bleed all round



Margin to allow for taller leaflets overlapping ad area = 55mm from trim line

908 mm wide x 204 mm high + 5 mm bleed all round



Margin to allow for taller leaflets overlapping ad area = 55mm from trim line

Stand branding: motorway carousels	
Number of headers	Price per site, per month
2 (out of 4 on carousel)	£75

Example: 2 sites with 2 headers for 4 months

2 headers on 1 site for 4 months = £300 per site

£300 x 2 sites = **£600 for the total campaign**

This price includes production of acrylic headers 5mm thick

Please provide hi-res PDF artwork with 5mm bleed to this spec: 480mm wide x 200mm high.

A4 posters	
Price per site, per month	£15

Example: 10 sites for 4 months

10 sites x £15 per site per month = £150 per month for all sites

£150 x 4 months = **£600 for the total campaign**

Please provide posters printed on minimum 300gsm stock.

Branding: posters - East of England and Midlands

Sites available

Norfolk 19 sites - £285 per month

Great Yarmouth Railway
Hemsby Beach HP - Yarmouth
Tesco - Gapton Hall - Yarmouth
Morrisons - Gorleston
Tesco - Stalham
Sainsbury's - Great Yarmouth
Tesco - Caister
Castle Mall Shopping Centre
Morrisons – Norwich
Asda - Norwich
Kings Lynn Bus Station
Morrisons - Kings Lynn
Manor Park HP - Hunstanton
Searles Resort - Hunstanton
Tesco - Hunstanton
Morrisons - Dereham
Sainsbury's - Attleborough
Tesco - Diss
Bressingham Garden Centre

Birmingham - £50 per month

Birmingham Attractions
Birmingham Accommodation
Birmingham Community A
Birmingham Community B



**We cover many
more sites
nationwide,
please enquire
for full details.**



Essex - 4 sites - £60 per month

Colchester Railway Station
Tesco – Highwoods
Tesco - Colchester
Southend Victoria Railway Station

Suffolk - 4 sites - £60 per month

Tesco - Beccles
Tesco - Lowestoft
Morrisons – Lowestoft
Stowmarket – Railway Station

Cambridgeshire – 3 sites - £45 per month

Trumpington Park & Ride
Cambridge – Railway Station
Ely – Railway Station



Branding: digital media

Media	Price per week
Motorway and Shopping Centre - 10 second video	£10
Motorway and Shopping Centre - 20 second video	£20
London Heathrow Airport International Arrivals (8 screens) - 10 second video	£250
London Heathrow Airport All Arrivals (17 screens) - 10 second video	£450

Artwork format

Motorway services

Cambridge Extra Services	Format 1
Peterborough Extra Service	Format 1
Baldock Extra Service, Hertfordshire	Format 1
Beaconsfield Extra Service – Buckinghamshire	Format 1
Fleet Services North & South M3 – Hampshire North & South 2 locations	Format 2
Cobham Extra Services M25 – Surrey	Format 1

Shopping Centres

Thurrock Lakeside – Essex	Format 2
Chapelfield Shopping Centre	Format 2
Watford Harlequin – Hertfordshire	Format 1
Uxbridge Chimes – Greater London	Format 1
Bromley Glades - Kent	Format 1
Redhill Belfry – Surrey	Format 1

London Heathrow

Format 2

FORMAT 1

Digital formats requirement for 32 inch LCD screens - movie/video file specifications

1. H.264 (known as MPEG 4 part-10): High Definition (The recommended Compatible Video Compression Codec)
 - ✓ This is a standard designed specifically with HD video. This is the newest and most efficient in terms of file size for quality, and is the mainstream trend
 - ✓ The filename can be no more than 8 characters long, with no underscore and the filename extension must follow after the name eg .mov (this is not included within the 8 characters)
 - ✓ Video bit rate/speed: constant speed of 15 MB/second maximum and minimum bit rate of 10MB/second.
 - ✓ Use multi pass conversion so there is no pixilation. (VERY IMPORTANT OTHERWISE VIDEO WILL BE JERKY)
 - ✓ Frame rate: 25Hz (25 frames per second)
 - ✓ Filename extension: .mov
 - ✓ Length of footage: 10 seconds
 - ✓ Video resolution 1080px horizontal by 1920px vertical (FULL HD)

FORMAT 2

Digital formats requirement for 32 inch LCD screens at BAA Airports Movie/video file specifications

1. H.264 (known as MPEG 4 part-10): High Definition (The recommended Compatible Video Compression Codec)
 - ✓ This is a standard designed specifically with HD video. This is the newest and most efficient in terms of file size for quality, and is the mainstream trend - Video must be filmed in portrait mode: the camera must be rotated by 90 degrees anti-clockwise, so that the film is made to portrait format
 - ✓ When you view this on your standard landscape screen the top of the artwork is on the left of the screen and text is vertical going up (see example below on page 2 for correct format to send it to us). The artwork should appear the right way up when used on a portrait LCD screen at the airport
 - ✓ The filename can be no more than 8 characters long, with no underscore and the filename extension must follow after the name eg .mov (this is not included within the 8 characters)
 - ✓ Video bit rate/speed: constant speed of 15 MB/second maximum and minimum bit rate of 10MB/second. Use multi pass conversion so there is no pixilation. (VERY IMPORTANT OTHERWISE VIDEO WILL BE JERKY)
 - ✓ Frame rate: 25Hz (25 frames per second)
 - ✓ Filename extension: .mov
 - ✓ Length of footage: 10 seconds
 - ✓ Video resolution 1080px horizontal by 1920px vertical (FULL HD)

Branding: City Information Centre (CIC)

Official media partner with a multi-channel advertising and advocacy package including premium print media, digital advertising and a one-stop shop service resulting in the sale of your tickets.



- Only official information centre in Central London
- Over 400,000 visitors per year - average dwell time - 12 minutes
- 85% of visitors are from overseas - 63% from non-English speaking countries
- 13 languages including Spanish, Italian, Mandarin, Japanese and Korean
- 85% planning a visit to an attraction – 99% travelling independently
- Gold VisitEngland award - 'Best information provision'
- Scores 100% on TripAdvisor
- An additional £3.2 million is estimated to be generated by visitors following their visit to the CIC

Package rates for 12 months (other campaign lengths are available)

Screen or Leaflet ONLY	£1500
Display package (inside screen & leaflets)	£1800
CIC PLUS package (inside screen, leaflets, staff training)	£2100
Premium package (inside & outside screens, print, staff training)	£2495

Specification

c. 250 leaflets per month required

Digital Media– 1280x840 pixels min 500kb



Direct

Use a mix of print and digital to connect directly with our databases of consumers as well as people who influence their tourism decisions.

Tourist Bags

Get your print straight into tourists' hands

20k distributed in London over 8 weeks in Summer.

Next campaign: 16 July 2016

Rates start from £500 per month for July and August



Targeting Schools

School's Out (attraction offers and voucher booklet for school children and their families) [May 2016](#).

Schools Direct - catalogue of school trips email campaign to 10,000 schools in your region. [Oct](#), [Feb](#), [May](#)
£595 per campaign. £1500 to go into all 3

Schools solus email POA

Specialist Runs

A collection of around 25 bespoke outlets designed to target a specific audience with your printed materials. In the past 12 months Take One Media has delivered 1,057,151 piece of print, covering 254 titles through targeted specialist runs. [Weekly](#).
Rates vary

Local intensive distribution

Targeted seasonal distribution in specific geographic areas, including Hampshire, Oxfordshire, Norfolk Rates vary

London Direct London solus email to c. 23k consumers featuring attractions and theatre with booking links. [From £25](#)

Concierge Direct As well as our printed concierge pack we also contact them with a monthly concierge email – perfect for getting on their radar and reminding of any special events, offers etc. [From £25](#)

Can't see the email properly? View this in your browser

dayvisits

f t g+ p y

July 2015

Experience the best of London ▶

**Target
Locals
Target
Tourists**

**Bucks, Berks & Oxon
Intensive local targeting**

Pre-packed leaflet display boxes for 20 DL and A5 leaflets, hand delivered into:

- Garden centres
- Cafés, coffee shops & tearooms
- Farm Shops
- Post Offices in villages
- Libraries
- Community shops
- Businesses
- Antique shops
- Small attractions
- B&Bs
- Caravan parks
- Camp sites

Choose your targets

100 outlets per county – you choose the counties!

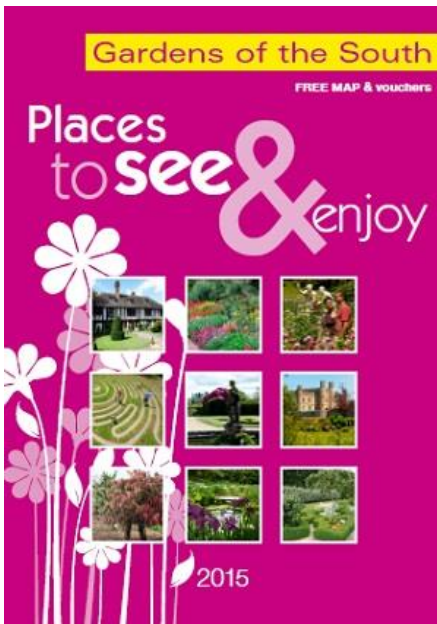
Also available in Hampshire

Our exclusive tourist publications



Artwork should be provided as a 300dpi PDF, CMKY with all images and fonts embedded. Take One Media cannot be held responsible for errors, omissions, or missed adverts as a result of incompatibilities. We do not supply proofs of supplied adverts.

Gardens of the South: Places to see & enjoy



125,000 copies produced and distributed in sites across our South East network targeting tourists, families, commuters and local people.

Distribution & regional coverage

- High footfall motorways on the M1, M4, M11, M23, M25, M40
- Exclusive Premier Inn hotels and Little Chef restaurants
- Hotels, businesses, colleges and universities across London
- Caravan, camping and holiday parks
- Supermarkets and shopping outlets
- Ports and ferries in Dover & Calais
- Tourist Information Centres



Key features

- Advertise alongside the region's top attractions
- Your attraction is pin-pointed on the map
- Advert key shows people where to find you
- Money-off vouchers (front and back) provide measurability
- Vouchers provide incentive to visit and demonstrate ROI

Specification & pricing

Ad size	Wide (mm)	High (mm)	Mapside	No preference
Small	68	68	£368	£315
Wide Double	140	68	£656	£604
Tall Double	68	140	£656	£604
Quad	140	140	NA	£893
Full page	140	201	£1200	£1,200
Full page BACK COVER	140	210	NA	£1,260
Banner map footer	435	68	£1,260	NA
Voucher – 2 sided	34	50		£25

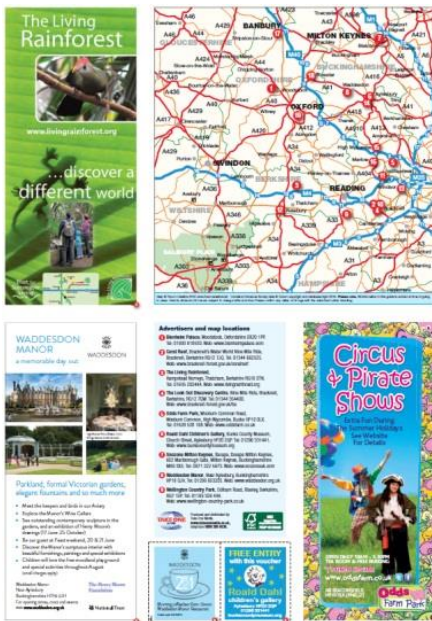
BBO: Things to see & do



50,000 copies produced and distributed in sites across our Buckinghamshire, Berkshire & Oxfordshire network targeting tourists, families, commuters and local people.

Distribution & regional coverage

- High footfall motorways services – Reading, Chieveley, Beaconsfield, Newport Pagnell, Oxford, Warwick, Cherwell Valley
- Premier Inn hotels and Little Chef restaurants
- Hotels, B&Bs, caravan, camping and holiday parks
- Local businesses and attractions
- Supermarkets and shopping outlets
- Exclusive Harlequin Shopping Centre
- Tourist Information Centres



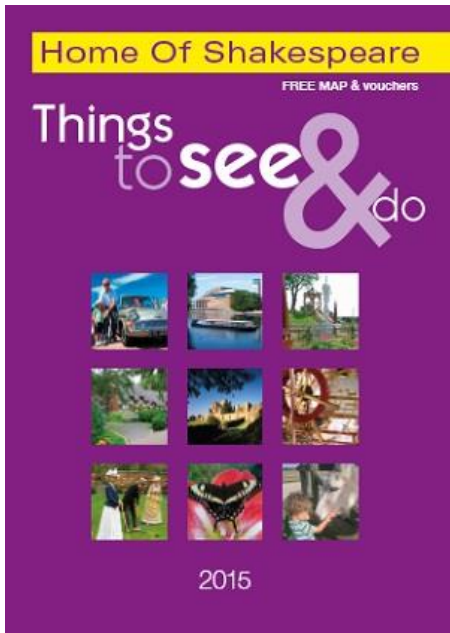
Key features

- Advertise alongside the region's top attractions
- Your attraction is pin-pointed on the map
- Advert key shows people where to find you
- Money-off vouchers (front and back) provide measurability
- Vouchers provide incentive to visit and demonstrate ROI

Specification and pricing

Ad size	Wide (mm)	High (mm)	Price
Quarter	87	45	£158
Half Page	87	96	£315
Full page	87	198	£630
Back page	87	198	£788

Home of Shakespeare: Things to see & do



100,000 copies produced and distributed in sites across our Heart of England network targeting tourists, families, commuters and local people.

Distribution & regional coverage

- Prime, high footfall motorway services on the M5 and M40 including Warwick
- Rail stations, including Stratford upon Avon Train Station, Park and Ride
- Holiday Parks, B&Bs and guesthouses
- Hotels including Premier Inn
- Major supermarket chains
- Shopping Centres and local places in the community
- Leisure centres and libraries
- Tourist Information Centres



Key features

- Advertise alongside the region's top attractions
- Your attraction is pin-pointed on the map
- Advert key shows people where to find you
- Money-off vouchers (front and back) provide measurability
- Vouchers provide incentive to visit and demonstrate ROI

Specifications and pricing

Ad size	Wide (mm)	High (mm)	Mapside	No preference
Small	68	68	£368	£315
Wide Double	140	68	£656	£604
Tall Double	68	140	£656	£604
Quad	140	140	NA	£893
Full page BACK	148	210	NA	£1,260
Banner map footer	435	68	£1,260	NA
Voucher – 2 sided	34	50		£25

Essex: Things to see & do



100,000 copies produced and distributed in sites across our East of England network targeting tourists, families, commuters and local people.

Distribution & regional coverage

- Accommodation providers including hotels, B&Bs and holiday parks
- Premier Inn and Travelodge
- Rail and bus stations around Essex and into London
- Over 100 attractions and leisure based businesses including restaurants
- Leisure centres
- Local attractions such as museums and country parks
- Colleges and libraries
- Tourist Information Centres
- Shopping Centres (including Lakeside) **EXCLUSIVE**
- Supermarkets including Tesco, Sainsbury's and Morrisons
- Thurrock and Birchanger Green service stations **EXCLUSIVE**



Key features

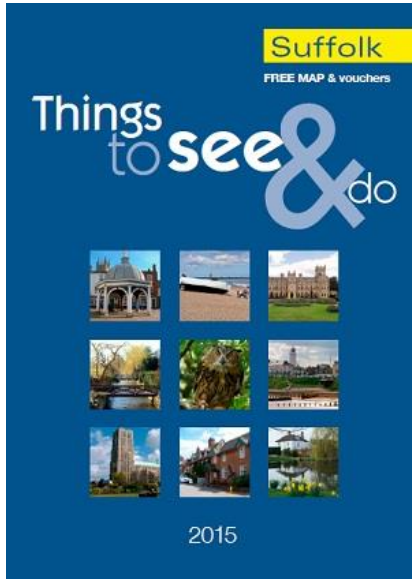
- Advertise alongside the region's top attractions
- Your attraction is pin-pointed on the map
- Advert key shows people where to find you
- Money-off vouchers (front and back) provide measurability
- Vouchers provide incentive to visit and demonstrate ROI

Specification and pricing

Ad size	Wide (mm)	High (mm)	Mapside	No preference
Small	68	68	£368	£315
Wide Double	140	68	£656	£604
Tall Double	68	140	£656	£604
Quad	140	140	NA	£893
Full page BACK	148	210	NA	£1,260
Banner map footer	435	68	£1,260	NA
Voucher – 2 sided	34	50		£25

Suffolk: Things to see & do

100,000 copies produced and distributed in sites across our East of England network targeting tourists, families, commuters and local people.



Distribution & regional coverage

- Motorway routes serving East of England (A1, M11) and Little Chef roadside restaurants including Thurrock and Birchanger Green service stations **EXCLUSIVE**
- Local railway stations across the region
- Holiday Parks
- B&Bs, campsites & guesthouses
- Premier Inn, Travelodge and Holiday Inn Hotels
- Tourist Information Centres
- Major supermarket chains (Tesco's, Morrisons, Asda and Sainsbury's)
- Shopping Centres (including Lakeside) **EXCLUSIVE**
- Tourist Information Centres



Key features

- Advertise alongside the region's top attractions
- Your attraction is pin-pointed on the map
- Advert key shows people where to find you
- Money-off vouchers (front and back) provide measurability
- Vouchers provide incentive to visit and demonstrate ROI

Specification and pricing

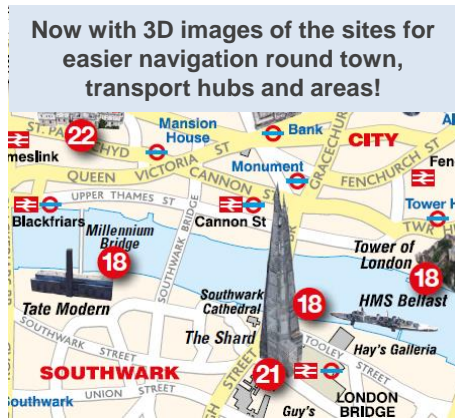
Ad size	Wide (mm)	High (mm)	Mapside	No preference
Small	68	68	£368	£315
Wide Double	140	68	£656	£604
Tall Double	68	140	£656	£604
Quad	140	140	£ -	£893
Full page BACK	148	210	£ -	£1,260
Banner map footer	435	68	£1,260	£ -
Voucher	34	50	£25	£ -

Xperience London



Key features

- London's most in demand tourist map targeting tourists, families, students & Londoners
- 850,000 printed and distributed (over 2 editions)
- Distribution in over 1,100 sites – 730 hotels, 100 offices and community, 90 student network, TICs, supermarkets, libraries and London Heathrow Airport **EXCLUSIVE**
- Central London, all-zone tube, bus and west-end maps – these guarantee pick up as they are the first thing tourists look for and this is the only map to have them all in one place
- Freely available in racks, through concierges and the City Information Centre **EXCLUSIVE**
- Over branded versions available



Specification and pricing (per edition)

Advert	Number available	Wide (mm)	High (mm)	Price
Exclusives				
Tube map footer	1	185	45	£1,700
Bus map footer	1	185	45	£1,700
West End map footer	1	185	45	£1,700
Main map footer	1	185	45	£1,700
Back page	1	87	198	£3,400
Double	1	185	62	£2,270
Standards				
Full page	8	87	198	£2,750
Half page	8	87	96	£1,600
Small	2	87	62	£1,135

Dayvisits is our virtual leaflet rack that is fully responsive and can be accessed via a PC or device. We put tourism information into it just as we put print into racks then push this out over our online community of tourists and day trippers. This includes:

- Email marketing
- Social media (Twitter, Facebook, Pinterest, YouTube)
- Website & search engines



****Key stats****

- 2000 hits / day
- 40k unique / month
- 3.1 pages / session
- 52% of traffic is on mobile
- Social reach – 2.6m YTD
- 23K our email database - open rate 25-30%

Working with a third party for digital activity is worthwhile!

1. You get all the same benefits as being in a leaflet rack i.e. from consumers just browsing for inspiration to picking up offers.
2. You can promote yourself to a vast ready-made audience of people who we know are actively interested in tourism.
3. It's a great way to make your own digital marketing even more effective by boosting your own traffic (search and inbound via links) and social activity.
4. It maximises the number of touch-points for the consumer. Research suggests people now need 10 prompts to make a decision

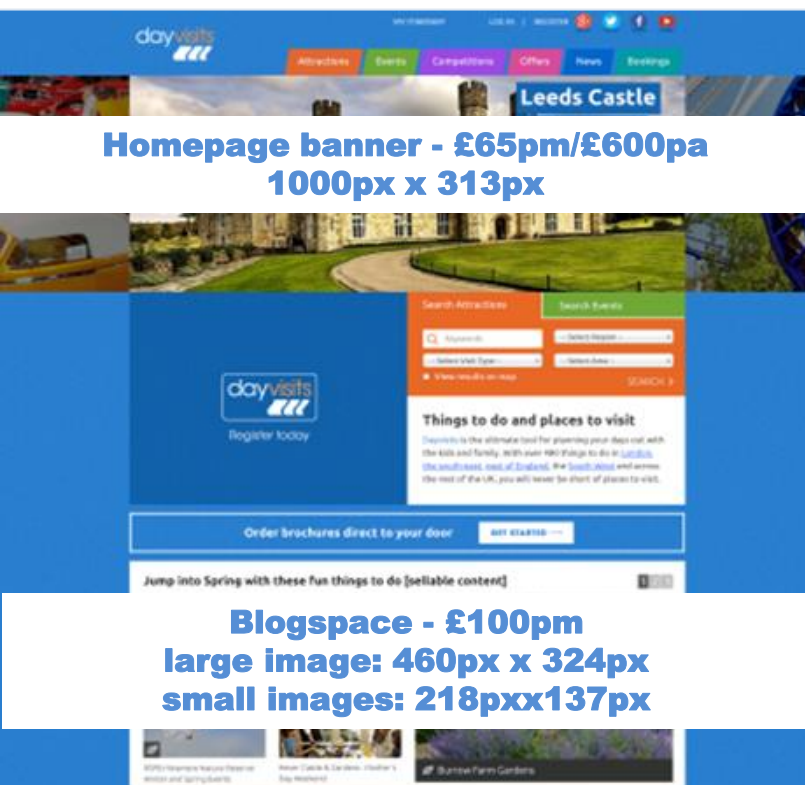
Digital marketing

Premium package - £399

- Your own page with an image carousel, copy, logo, address, contact details, external link, opening details, pricing information, pin in map
- Feature in related content suggestions (based on GPS signal or IP address for distance and similar attraction types)
- Customers can build their own trip itinerary – you can be added to this added to custom itinerary)
- Competition hosting and promo (data share arrangements possible)
- Offer hosting and promotion
- Additional special event promo
- SEO of the above content
- Posts over social media
- Inclusion in at least one email per quarter

Basic entry £100

Your own page with an image carousel, copy, logo, address, contact details, external link, opening details, pricing information, pin in map.



Homepage banner - £65pm/£600pa
1000px x 313px

Blogspace - £100pm
large image: 460px x 324px
small images: 218px x 137px

Extras

- Solus email marketing to consumer or business databases (TICs, accommodation)
From £350-£975
- Destination / type of attraction blogs / advertorial on homepage
From £100
- Homepage banner advertising
From £65

Text and images for your listing

Please completed the supplied Word document by typing directly into it and return via email. **Carousel images:** 740px x 315px: **Other images:** 200px x 200px



When you work with Take One you will be assigned a specialist Business Development Manager who will:

- Meet with you and discuss your objectives and needs
- Provide a written proposal as to what we would suggest would best meet those objectives, we'll plot your campaign on a map and give detailed numbers
- Work with you to adjust the campaign to fit your priorities and budget
- Work with you to ensure the design and messaging will work well in and on our stands and websites
- Ensure you have access to clear delivery instructions and media specs
- Keep you updated as to when your campaign has started, provide you with monthly reports and be on hand to answer queries - making adjustments as necessary
- Provide a full campaign review which will plot your campaign performance on a map (for premium service customers)

Support

We can also help with:

- Design
- Print
- Storage
- Mailing including email marketing on behalf of attractions to your own data
- Inbound call handling
- Fulfillment
- Data capture
- Provision of a leaflet rack and tourism information

Successful marketing is about making sure your potential customers can find out about you, when they want, through whichever media they prefer and in a format they want to see!

Contact us

To enquire about working with us or to request a leaflet stand

Phone: 0800 389 6636

Email: sales@takeonemedia.co.uk

Head Office Address

Take One Media
Orbital Park
Sevington
Ashford
Kent. TN24 0GA

Registered Office Address

Registered in England & Wales. No. 04018955
2 World Business Centre Heathrow
Newall Road
London Heathrow Airport
Hounslow. TW6 2SF

www.takeonemedia.co.uk

Taking the View further

READ MORE



WHAT WE DO

Tourism marketing services



OUR CLIENTS

Industry & consumer



OUR APPROACH

Integration & innovation



CASE STUDIES

Our campaigns in practice