



Welcome to Edinburgh Guide

Unquestionably Edinburgh's Most Popular Free Guide

The Most Widely Read

With 1.5 million copies in 6 languages no other visitor guide to the city comes close!



Language	Quantity
English	1,095,000
French	84,000
German	101,000
Italian	67,000
Spanish	87,500
Dutch	65,500

On Display Wherever There Are Visitors

1,400 outlets in and around Edinburgh and at Scottish Gateway sites, including guaranteed racking at VisitScotland Information Centres.

Distribution sites include:

- Visitor accommodation
- All local VisitScotland VICs
- Visitor attractions
- Selected shops, shopping malls, theatres, bars and restaurants
- Principal car hire companies
- Fringe & Festival offices
- Park & Ride buses
- Airport taxis
- Main rail, bus and ferry terminals
- Scottish gateway centres in North England: M74, A1 and M6
- VisitScotland/VisitBritain Centre, London
- Many tour guides and incoming tour operators

“The Edinburgh Guide is something you just have to be in! It's simple and straight forward, translated into 5 languages and visitors love it.

Jenny Rutherford,
The Hub, Edinburgh's Festival Centre

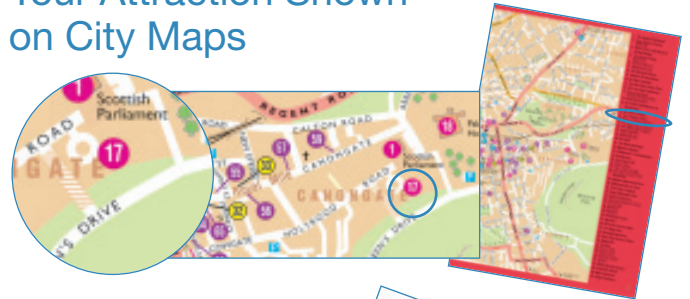


Exceptional Value For Money

Your 1/8 page annual advert in 1.5 million guides on display throughout the city and beyond costs the equivalent of only 12p per 100 copies.

Editorial encourages visitors to explore the city.

Your Attraction Shown on City Maps



97% of all visitors remembered the Edinburgh Guide. One in three visitors were influenced significantly by it to visit the attractions advertised.

Lynn Jones Research Ltd. Edinburgh Visitor Survey. See www.landmark-press.com

See page 10 for Advertising Rates and Design Information.

For more information, FAQs and what customers say see www.landmark-press.com/edinburghguide



The Welcome Guides

The Edinburgh and Scotland guides total over 2.2 million copies in 6 languages. They are the largest volume, highest visibility, and mostly widely read free visitor guides in Scotland. Their display in all VisitScotland Information Centres is guaranteed.

Advertising Rates and Booking Details (all prices ex VAT)

Type	Size (h x w)	Edinburgh Guide 1.5m copies	Scotland Guide 750,000	Details
Full Page Entry	210 x 148mm (plus 5mm bleed)	£12,350	£8,200	Artwork should be supplied in QuarkXpress format
Half Page Entry	93 x 137mm	£6,490	£4,300	Artwork should be supplied in QuarkXpress format
Quarter Page Entry	93 x 67mm	£3,380	£2,230	Heading + copy (inc. opening times & contact details) + images
Eighth Page Entry	45 x 67mm	£1,730	£1,100	Heading + 45 words of copy (inc. opening times & contact details) + 1 portrait image
Sixteenth Page Entry	45 x 32mm	£880	£580	Heading + 15 words of copy (inc. opening times & contact details) + 1 landscape image

Providing Artwork for your Advert

For guidance on the formats in which we can receive pre-designed adverts please refer to the 'Information for your Designer' sheet supplied with your booking confirmation.



Alternatively we can design your advert free of charge.

For more information or advice contact Fiona Newman on 01479 841903 or fionan@landmark-press.com

DEADLINES

Early booking
prize draw

19
AUGUST

Booking, copy
and artwork

16
SEPTEMBER

Guides on the Web

All language editions of both the Scotland and Edinburgh guides are regularly downloaded from Scotland's best holiday website www.WelcometoScotland.com and its fully translated French and German editions.

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