



# Welcome to Scotland Guide

## Scotland's Best Places to Visit

### The Most Widely Read

With 750,000 copies in 6 languages no other Scottish visitor guide comes close!



Language	Quantity
English	470,000
French	72,000
German	83,000
Italian	40,000
Spanish	55,000
Dutch	30,000



We continue to be delighted... the Scotland guide reaches our target audience.

*Charlotte Mountain, Retail Brand Ambassador, Johnstons of Elgin*



### Hits the Target Market

Strategic display accesses the 1 in 4 visitors touring Scotland and the resident day trip market. Foreign language editions are provided for all major overseas markets.

### Strategically displayed

- 1000 high footfall/ high visibility outlets
- 100,000 copies in VisitScotland information centres
- 300,000 copies in and around Edinburgh
- 300,000 copies in Scottish visitor accommodation
- 100s of Key Scottish visitor attractions, especially castles and whisky distilleries
- Principal car hire outlets, Scottish transport hubs, and park & ride facilities.
- Scottish gateway centres in North England: M74, A1 and M6
- VisitScotland/VisitBritain Centre, London
- Many tour guides and incoming tour operators

### Exceptional Value for Money

Your 1/8 page advert in 750,000 guides on display in strategic outlets year round costs the equivalent of only 15p per 100 copies.

### Your Attraction on the Map

A colourful symbol highlights your attraction on the national touring map in relation to other nearby commercial and natural attractions.



Editorial information gives visitors even more reasons to visit your area.



See page 10 for Advertising Rates and Design Information.

For more information, FAQs and what customers say see [www.landmark-press.com/scotlandguide](http://www.landmark-press.com/scotlandguide)



# 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](mailto:fionan@landmark-press.com)

**DEADLINES**

<p style="font-size: small; color: white;">Early booking prize draw</p> <p style="font-size: 2em; color: white; font-weight: bold;">19</p> <p style="font-size: small; color: white;">AUGUST</p>	<p style="font-size: small; color: white;">Booking, copy and artwork</p> <p style="font-size: 2em; color: white; font-weight: bold;">16</p> <p style="font-size: small; color: white;">SEPTEMBER</p>
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### 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](http://www.WelcometoScotland.com) and its fully translated French and German editions.

For more information, FAQs and what customers say see [www.landmark-press.com/advertising](http://www.landmark-press.com/advertising)