



# Welcome to Scotland Guide

## Exceptional value for money in 2012!

- **750,00 copies on display in key outlets visited by 3 million domestic touring visitors including:**
  - Scottish visitor attractions
  - Scottish visitor accommodation
  - M74 corridor, North England, A1 & M6
  - VisitScotland Information Centres
  - Car hire outlets, transport hubs and park and ride facilities
- **Fully translated into:** French, German, Italian, Spanish and Dutch Editions
- **Value for Money:** 1/16th page advert costs 93p per week!

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# Welcome to Scotland Guide

## The guide to reach overseas visitors in 2012!



### The Most Widely Read

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



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

**Anecdotal evidence from the 2011 season suggests that the European markets are more buoyant than the English market.**

Over the last year we have found Landmark Press a rewarding partnership that has influenced our customers to book our Trike Tours. In short if you have tourist reliant business in Scotland you must be in the Landmark Guides. They have an unrivalled distribution platform which allows their booklets to be used by not just tourists but also the Tour Guides, Hotel Concierges & B&S's. Ensuring that all the companies involved in the booklets get the maximum exposure possible for their business.

**Gordon Shon, Managing Director, Trike Tours, Scotland**

The Welcome publications are an effective way to promote our business and Landmark Press have consistently provided us with excellent service."

**Anna Duncan, Brodie Countryfare**

Over the years, Landmark have proved themselves to be utterly professional, reliable and consistent, we have never once felt that they have delivered less than we expect. We use Landmark for leaflet distribution, bedroom folders, and the "Welcome to" guides, and have been very happy with the service they provide. With Landmark, we are always confident that we are dealing with real professionals.

**Discover Fort William Marketing Group, Fort William**

As a regular advertiser in the Welcome to Scotland Guide we continue to be delighted with the response we have from it. The magazine reaches our target audience in an interesting and informative way and we look forward to continuing our association with both the Guide and Landmark Press.

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