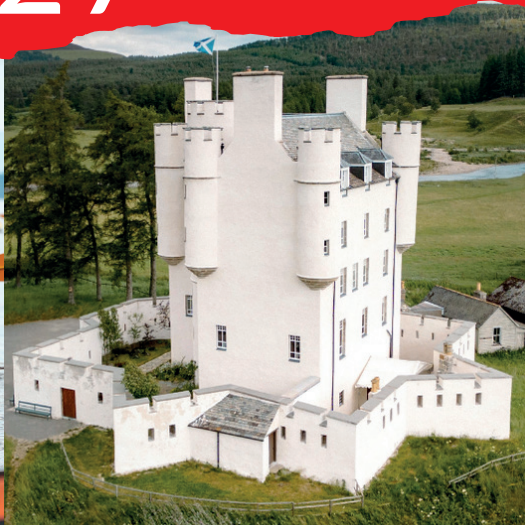
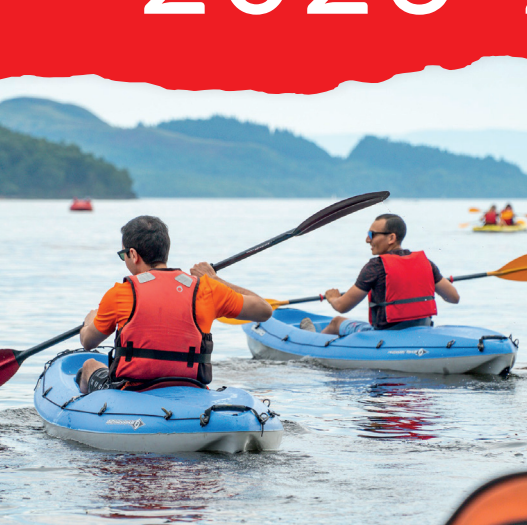




Your MARKETING OPPORTUNITIES 2026-27



Your opportunity to reach
every visitor to Scotland

Landmark
PRESS
www.landmark-press.com

MAKE THE MOST OF 2026

Regional Guides

- **11** regional editions.
- **66,900** guides with a reach of **7.7 million**.

Welcome to Scotland & Welcome to Edinburgh Guides

- Scotland's only free multi-lingual guides in 6 languages.
- **1.5 million** copies with a reach of **3 million**.



Scotland's Biggest and Best Leaflet Distribution Service

- Over **5,000+** outlets nationwide.
- Campaigns tailored to your audience and budget.



We Love QR Codes!!

- Every publication has an online equivalent promoted through prominent QR codes.
- Our traditional leaflet display stands are complemented by an additional 6,800 online display stands.

Digital Bonus

See Page 13 to discover the secret of linking your print to your online presence and to **monetising your QR Code!**



“Over the past 20 years, Landmark Press has continued to stay relevant and accurate in its targeting of the tourist market. The staff are efficient, thorough and helpful making the process of working with them a pleasure, and I can highly recommend them as partners in the advertising process.”

Bill Baber, Bill Baber Knitwear

“The Loch Ness Centre has a great working relationship with Landmark Press. We have used them for maps, bedroom folders, posters and distribution.”

Aimee Todd, Marketing Manager, Loch Ness Centre

CONTENTS



4 Regional Guides

- Most widely read local visitor guides in Scotland.
- 11 editions with fascinating content and online editions.
- The best way to reach visitors staying in all types of accommodation.
- Exclusive across thousands of self catering properties.
- Categories with options for getting your message across.
- Digital versions, provide click through functionality to your website.



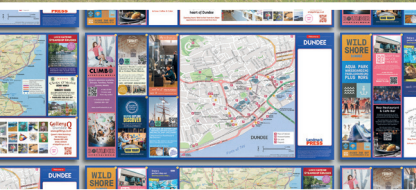
14 Welcome to Edinburgh Guide

- Edinburgh's most popular free guide for over 35 years.
- 1 million copies, 6 language editions.
- Detailed city maps and a reach of 2 million.
- All language editions are available as digital downloads.
- Bespoke QR codes for Quarter Page adverts and over for added revenue opportunities!



14 Welcome to Scotland Guide

- The best way to reach Scotland's touring visitors.
- 500,000 copies, 6 language editions.
- Strategic display with a reach of 1 million.
- Covers the country from Shetland to Galloway.
- All language editions are available as digital downloads.
- Bespoke QR codes for Quarter Page adverts and over for added revenue opportunities!



16 Countertop Maps

- Back by popular demand from visitors
- 21 Regional Maps
- On display for a full 12 months in selected attractions, hotels, B&Bs, guest houses, and council offices.



18 Leaflet Display Services

- Your leaflet displayed nationwide, no other company can match our coverage!
- Choose from 5,000+ display outlets.
- Includes additional display in over 6,800 virtual stands accessed by QR codes.



19 A3 Poster Display

- Reinforce your leaflet message and double its impact with an adjacent poster.
- The best poster sites in Scottish Tourism by far - these are highly popular and sought after because they are so cost effective - get in touch to claim your locations!



20 SCOTO Be Local Maps

- Landmark Press has teamed up with SCOTO to produce Town & Regional Maps aimed at community groups.



22 What our Tourism Marketing Colleagues are Saying

- Don't just take our word for it...we've been getting positive feedback from Scottish Tourism's leading marketing professionals for years...read what they have to say.

23 Finally - Required Reading

- Please take a few minutes to read our Terms and Conditions.

DEADLINES

Landmark PRESS	Before the trip 	During the trip  	Languages 6	Reach
Regional Guides	✓	✓ ✓		7.7 million
Welcome to Edinburgh Guide	✓	✓ ✓	✓	2 million
Welcome to Scotland Guide	✓	✓ ✓	✓	1 million

REGIONAL GUIDES

Welcomed by Accommodation Providers

Our Regional Guides, with interesting locally relevant information, are regarded as an essential service by hotels, guest houses, B&Bs and self-catering operators for their guests.

These guides are placing your advertisement in the right place at the right time; when visitors are looking for inspiration of what great things there are to see and do in their immediate vicinity. The in-room positioning of the guide means that the guide is being used in that quality period of time when the visitor has the time and space to browse.

Exclusive Access to 1000's of Self Catering Properties

- Landmark Press is now, by far, the best route to this critical group of outlets.
- **We estimate that we cover 60% more of these key sites than our nearest competitor.**

Prominent Display

On display in the bedrooms of hotels, guest houses and B&Bs and in the main rooms of self-catering properties our Regional Guides offer advertisers a special opportunity to reach visitors at the start of their stay and throughout their visit.

Durability and the Environment

Our Regional Guides, emphasise quality, durability, and environmental responsibility. The transition to PUR (Polyurethane Reactive) binding for our visitor guides, enhances the presentation of your advertisement. This binding method ensures a sleek, professional look, elevating the perceived value of your brand within a premium-quality publication.

Additionally, PUR binding's resilience means our guides will endure frequent use over their 12-month lifespan, maintaining the integrity and visibility of your advertisements.

This upgrade showcases our commitment to environmental stewardship. PUR adhesive is eco-friendlier than traditional wire binding, supporting our sustainability goals and allowing your brand to align with consumer values around environmental consciousness.

Also, the efficiency of the PUR binding process keeps our advertising costs competitive, offering you a cost-effective and impactful advertising solution.

Digital Bonus

See Page 13 to discover the secret of linking your print to your online presence and to **monetising your QR Code!**



Nationwide Cover

- Our Regional Guides cover almost all of Scotland and have a national section with listings keyed to a map of Scotland. Anyone taking a full page advert in two or more editions receives nationwide coverage in all 66,900 Regional Guides.

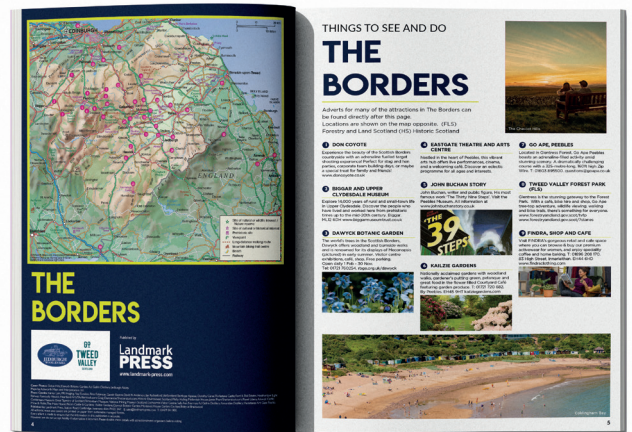
REGIONAL GUIDES

1 Full Page Advert in Your Local Edition

- Your A4/A3 advert in the **local section** at the front of the Regional Guide.
- 25 words in the **local listing** keyed to the local map.

- 5 Tweed Valley Forest Park (FLS)**
Glentress is the stunning gateway to the Forest Park. With a café, bike hire and shop, Go Ape tree-top adventure, wildlife viewing, walking and bike trails, there's something for everyone.
www.forestryandland.gov.scot/tvfp
www.forestryandland.gov.scot/7stanes

Local Listing



Spot on the Local Map

Local Listing Page

2 Increase to an A3 spread - double your impact for only 25% Extra Cost

Supply a 4 page advert (i.e. A3 folded to A4). We can help with your design for FREE!

3 Full Page Advert in Two or More Editions

As above Plus:

- Your advert in the **national section** of the guides you select.
- 25 words in the **national listings** keyed to the national map in all 66,900 guides.

Discounts apply for advertising in more than one edition



Keyed to the National Map

National Listing Page

29 Alnwick Castle

The second largest inhabited castle in the UK; home to the Percy family for 700 years and film location for Harry Potter's Hogwarts. T: 01665 511 100. NE66 1NQ
www.alnwickcastle.com



Plus

Use a Photo to Stand Out

Enhance your listing in the **local** and **national** sections with a photograph of your attraction.

REGIONAL GUIDE DISPLAY AREAS

Select the areas where you would like to promote your business.
For more information just give us a call on 01479 841900.



REGIONAL GUIDE ADVERTISING RATES

Regional Guide Editions		* Estimated Readership over 12 months	Number of Guides	Map Listing only	Enhanced Map Listing
A	The Northern Highlands	835,200	7,200	£220	£410
B	Skye and Lochalsh	487,200	4,500	£125	£245
C	Inverness and Loch Ness	603,200	5,200	£185	£340
D	Fort William and Lochaber	522,000	4,800	£145	£275
E	The Cairngorms National Park	464,000	4,500	£135	£265
F	Moray, Nairn and Banff	440,800	4,000	£105	£190
G	Perthshire, Dundee and Angus	1,160,000	9,000	£285	£550
H	Argyll and the Isles	841,000	8,000	£230	£445
I	Loch Lomond and the Trossachs	812,000	6,400	£220	£405
J	The Borders	626,400	5,400	£140	£270
K	South West Scotland	951,200	8,200	£145	£280

* Based on the occupancy rates in VisitScotland's Annual Accommodation Survey.

Advert Design Advice

For a free advert design checklist,
email us at advice@landmark-press.com

Add a Photo to your Listing in 66,900 Regional Guides

Enhance your entry in **all** editions (seen by 7.7 million readers) with a photograph in the National Listings for only £620.

CATEGORY ADVERTS IN OUR GUIDES

Feature in your chosen category pages, designed to benefit the reader and the advertiser!

Each of our 11 Guides can include the following 8 categories:

- Historic Attractions
- Inspiring Tours
- Distilleries & Breweries
- Boat Trips and Cruises
- Museums, Galleries & Theatres
- Eat, Shop, Relax
- Family Fun & Adventures
- Glorious Gardens



**Final Regional Guide
copy & artwork
Deadline**

Added Benefits - why this works better for you...

We have changed the composition of our categories to provide you with great opportunities to get your message across to the reader.

Take advantage of these positions in our categories to grab the readers' attention.

The options are demonstrated and explained over the next few pages...



Up to 7 opportunities to get your message across!

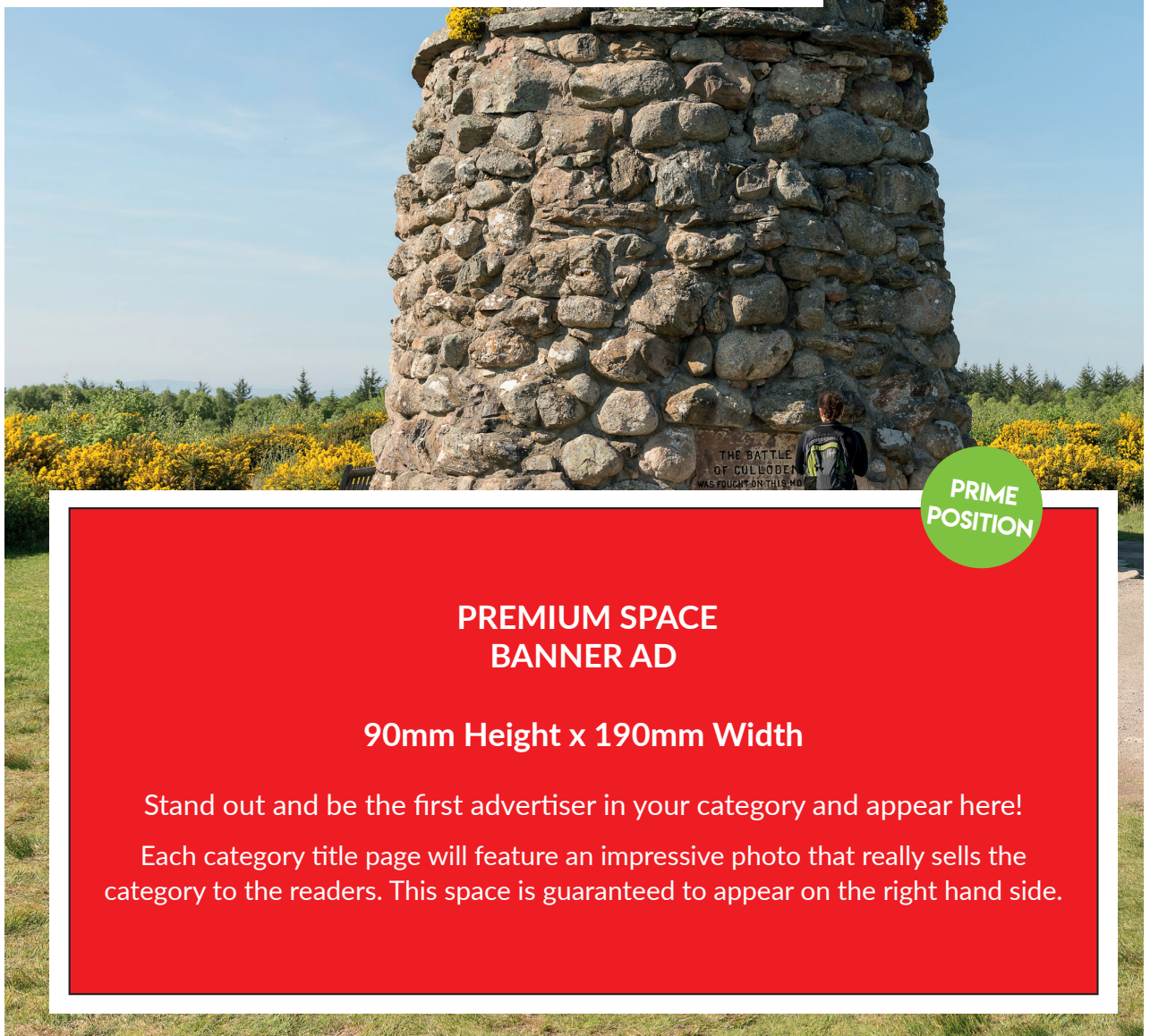
PREMIUM POSITIONS

Be one of the first adverts visitors see in your category with our premium banner and skyscraper advert spaces!

These prime positions maximize your visibility with prominent placements within our editorial sections, ensuring your business stands out to every tourist and visitor exploring our guide.

Additionally, enhance your presence by sending us your photos - they could be featured in our editorial section! We love using bright, sharp images of visitors enjoying your attraction.

**EXAMPLE
PAGE**



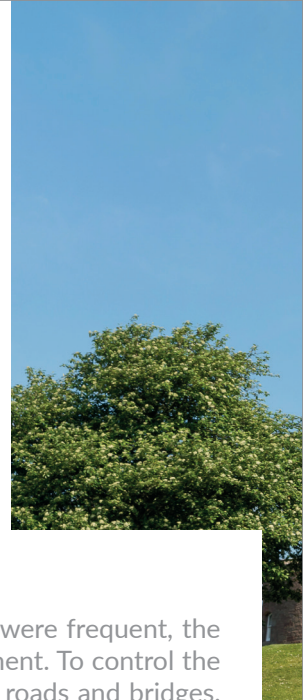
**PRIME
POSITION**

**PREMIUM SPACE
BANNER AD**

90mm Height x 190mm Width

Stand out and be the first advertiser in your category and appear here!

Each category title page will feature an impressive photo that really sells the category to the readers. This space is guaranteed to appear on the right hand side.



HISTORIC HIGHLIGHTS

Inverness and Loch Ness has a wealth of history for you to delve into and explore, but if you are unsure where to start then we have 5 highlights for you that are always worth a visit...

- **YOU COULD APPEAR HERE!**

In the modern world, it's usually short snappy content that catches the attention. Appearing in a list of 5 "Must do's" will definitely make you stand out!

- **EACH CATEGORY IS DIFFERENT**

In this example we are highlighting historic sites to visit, but each category in each folder will have a different feature. Speak to your account manager for more information.

- **URQUHART CASTLE**

Wild natural beauty and 1,000 years of history - Urquhart Castle offers a taste of the Highlands at their most dramatic.

- **LOCH NESS CENTRE AND EXHIBITION**

Discover the history of Loch Ness from the ice age to the third millennium in a seven room, themed, automated walk through.

- **HIGHLAND PICTISH TRAIL**

Discover the lost kingdom of the Highland Picts. Experience their fascinating legacy for yourself. Visit the Highland Pictish Trail website.

Forts, Battlefields & Bridges

A lawless and roadless part of Britain where rebellions were frequent, the Highlands were once a major headache for the government. To control the region, forts and barracks were built and linked by new roads and bridges. The area around Inverness is an excellent place to get an idea of the effort and investment that went into pacifying the Highlands not so long ago.

To the west forts were constructed at Fort Augustus (1730) and Fort William (1690), though little remains today of the actual forts. Inverness Castle was strengthened in 1725 and renamed Fort George.

You could also appear here in the editorial

We write our own editorial, but we are always open to suggestions if you think there is something worth saying about your attraction or area in general. Let us know!

DON'T FORGET

A few months later, on Drumossie Moor, just outside Inverness, the last Jacobite rebellion ended at the Battle of Culloden. Here on April 16th 1746 the Government army of about 9,000 men, under the Duke of Cumberland, inflicted a disastrous defeat on a Jacobite force of around 6,000. This was the last pitched battle to be fought on British soil.

A massive new Fort George, still occupied by the army, but open to the public, was built to control the seaward approaches to Inverness. It was completed in 1770 but never saw a shot fired in anger.

Splendid Castles

Once one of Scotland's largest castles, the splendid Urquhart Castle stands at the centre of the Great Glen on the shores of Loch Ness. Fought over for 500 years it was blown up in 1692 and has been a ruin ever since. Equally splendid, but always lived in, is Cawdor Castle, near Inverness, home to the Cawdor family for over 600 years. Nearby is 16th century Brodie Castle with great collections of paintings, furniture and ceramics.

Highland Capital

The most important Highland town for over a thousand years, Inverness has been a Royal Burgh since around 1153. One of the most prominent

A PICTURE PAINTS A THOUSAND WORDS!

DON'T FORGET

Send us your photos...They could be used in our editorial section!
(We love using bright sharp images of visitors enjoying your attraction)





**EXAMPLE
PAGE**

**PRIME
POSITION**

DID YOU KNOW?

**PRIME
POSITION**

We will feature one 'Did you know?' box per category. Another great way to jump off the page and catch the readers attention. Use this space for a fun fact related to your attraction.

buildings to the north is the Old High Church – Inverness's original parish church. Churches have stood on this spot since at least the 12th century. The tower dates from the 15th – 16th century. After the Battle of Culloden, in 1746, the building was used as a prison for Jacobite prisoners. The main church was re-built in the 1770s.

There are several historic buildings nearby, notably Abertarff House built in 1596. Closer to the centre of town is Inverness's 'souk', the Victorian Market re-built in 1890-91 following a fire. It has a wide range of speciality shops.

Wild Boar, Wolves & Mythical Beasts

Beautifully carved stones with bears, wolves, salmon, wild boar, mythical beasts and other Pictish symbols can be found throughout this corner of the Highlands - a stronghold of the Picts between about 300 and 900AD.

After the Picts converted to Christianity in about 600AD, they started to erect exquisite, tall, cross-slabs with intricate designs. These are usually found close to old churches where all too often they had been broken up and used as building material, only to be rediscovered in the 1800s or later.

An excellent collection of Pictish symbol stones and cross-slabs is on display in the Groam House Museum in Rosemarkie. The Inverness Museum has a unique Pictish pendant featuring a cross and an intertwined serpent. At the old church at Nigg you'll discover one of the finest Pictish cross-slabs in Scotland. Just to the east of Inverness, near Forres, is the impressive, 7 metre tall Sueno's Stone. It has a cross on one side, and detailed battle scene on the other.

A visit to the 5* Loch Ness Centre and Exhibition is essential for a truly fascinating experience, revealing the history and natural wonders of the world's most famous loch along with its famous legend - The Loch Ness Monster.

PREMIUM SPACE SKYSCRAPER AD

220mm Height x 90mm Width

The second advert to appear in a category. Features on an attractive double page spread, this new premium position guarantees you appear on the right hand side.

FULL PAGE ADVERT

297mm Height x 210mm Width + 3mm Bleed

(ensure you allow for a 17mm margin for text/important images)

QUARTER PAGE ADVERT

130mm Height x 90mm Width

Complete artwork should be supplied either as a:
**Print-Ready PDF; Packaged Indesign File
or High-Res JPG.**

After our editorial content, the regular category adverts appear, which is your opportunity to say everything about you with much more space.

EIGHTH PAGE ADVERT

63mm Height x 90mm Width

Complete artwork should be supplied either as a:
**Print-Ready PDF; Packaged Indesign File
or High-Res JPG.**

HALF PAGE ADVERT

130mm Height x 185mm Width

Complete artwork should be supplied either as a:
**Print-Ready PDF; Packaged Indesign File
or High-Res JPG.**

CATEGORY ADVERT RATES

Advertising Rates by Size

Prices apply to both local and national sections.
Banner and Skyscraper adverts are not available in National Section.

Regional Guide Editions		Double Page	Full Page	Half Page	Quarter Page	Eighth Page	Banner Advert	Skyscraper Advert
A	The Northern Highlands	£1,475	£1,090	£660	£390	£230	£870	£760
B	Skye and Lochalsh	£875	£645	£380	£225	£135	£515	£455
C	Inverness and Loch Ness	£1,240	£915	£555	£335	£205	£725	£640
D	Fort William and Lochaber	£995	£735	£445	£260	£155	£590	£515
E	The Cairngorms National Park	£965	£710	£435	£255	£150	£570	£490
F	Moray, Nairn and Banff	£675	£485	£325	£200	£115	£350	£310
G	Perthshire, Dundee and Angus	£1,980	£1,465	£890	£530	£320	£1,105	£1,010
H	Argyll and the Isles	£1,580	£1,175	£705	£420	£250	£930	£820
I	Loch Lomond and the Trossachs	£1,470	£1,090	£650	£390	£230	£820	£710
J	The Borders	£975	£715	£440	£255	£150	£575	£495
K	South West Scotland	£1,015	£755	£450	£270	£160	£600	£525

Per Guide:

Did You Know...£65
30 Words

Highlight.....£65 per listing
Business Name plus 25 Words

FREE Advert Design

- We can help to design your advert for our Guides free of charge!
- Just supply text, contact details, quality images and logos and we will do the rest!

Unlocking the Secret of Monetising your QR Codes...

QR codes on your print can deliver clients to a digital landing place of your choosing, whether that be your website, booking page, online shop or social media platforms.

This can significantly boost your website traffic and generate revenue.

It's Easy! We can create your QR codes for you - Contact us for more information!

WELCOME TO... GUIDES

The most widely read, distributed and only multilingual guides & maps with **1 million** copies of the Edinburgh Guide and **500,000** copies of the Scotland Guide giving a combined readership of **over 3 million!**



Welcome to Edinburgh Guide

Edinburgh's Most Popular Free Guide and Map with **1 million** copies in **6 languages** and a readership of **over 2 million!**

Highly visible, on display all over the city and widely promoted on the streets of Edinburgh via our partner Lothian Buses.

Welcome to Scotland Guide

The Best Way to Reach Scotland's Touring Visitors with **500,000** copies in **6 languages**, an advert in this publication is essential if your business relies on visitors to Scotland.

Use it to target the 85% of visitors who stay in more than one area during their trip - and especially the **3 million visitors** who tour widely in Scotland each year.



On Display wherever there are Visitors

Displayed in over 5,000 outlets, including:

- All sizes and types of visitor accommodation
- Visitor attractions
- Selected shops & shopping malls
- Castles & whisky distilleries
- Theatres
- Bars and restaurants
- Car hire companies

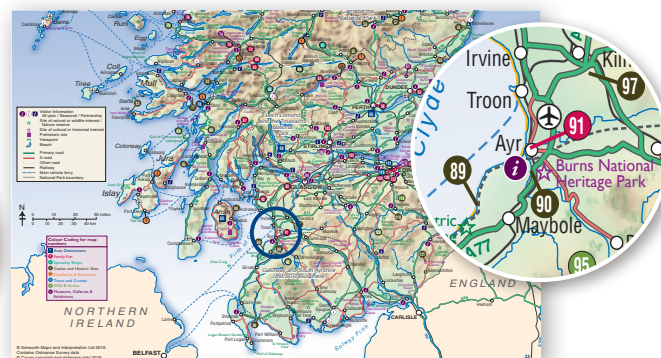
- Fringe & Festival offices
- Park & Rides
- Airport taxis
- Main rail, bus and ferry terminals
- Scottish gateway centres in North England - M74, A1 & M6
- Tour guides and incoming tour operators
- Additional display in over 6,800 virtual stands

Edinburgh - As Above Plus:

- Promoted on Edinburgh Bus Tours & Lothian Travel shops

WELCOME TO... GUIDES

Your Attraction Numbered & Keyed to Local and National Maps



Languages	Edinburgh Guide (1,000,000 Copies)		Scotland Guide (500,000 Copies)	
		Reach		Reach
English	595,000	1,190,000	305,000	610,000
French	90,000	180,000	36,000	72,000
German	90,000	180,000	42,000	84,000
Italian	72,000	144,000	36,000	72,000
Spanish	90,000	180,000	39,000	78,000
Dutch	63,000	126,000	42,000	84,000



**Welcome Guides
copy & artwork
Deadline**

Artwork & Dimensions:

Complete artwork should be supplied either as a:
Print-Ready PDF or **Packaged Indesign File**

Alternatively if you would like us to design your advert please supply all copy, quality images and logos, and an idea of how you would like your advert to appear (layout, colour, fonts etc).

Digital Bonus

See Page 13 to discover the secret of linking your print to your online presence and to **monetising your QR Code!**

Rates:

Welcome to Edinburgh Guide
(1,000,000 Copies, Reach of 2,000,000)

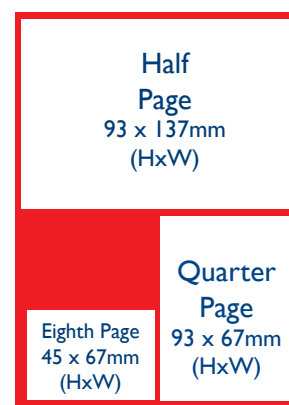
Full Page Entry.....£7,365
Half Page Entry.....£5,150
Quarter Page Entry.....£3,620
Eighth Page Entry.....£2,455

Welcome to Scotland Guide
(500,000 Copies, Reach of 1,000,000)

Full Page Entry.....£4,915
Half Page Entry.....£3,445
Quarter Page Entry.....£2,390
Eighth Page Entry.....£1,595



Full Page
210 x 148mm (HxW)
+ 3mm Bleed



Half
Page
93 x 137mm
(HxW)

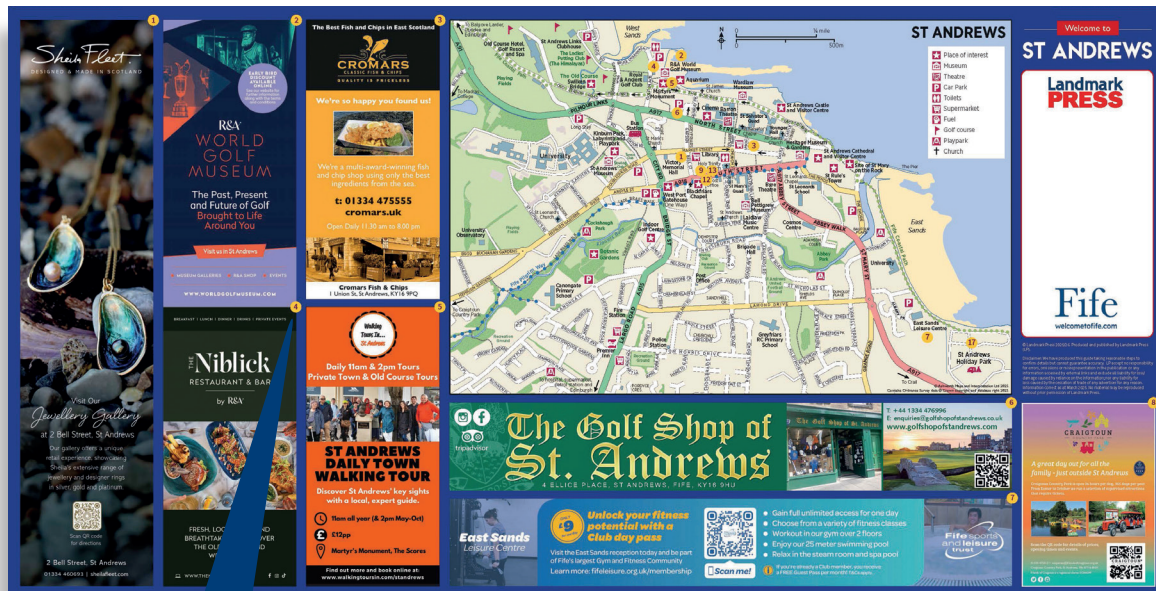
Eighth Page
45 x 67mm
(HxW)

Quarter
Page
93 x 67mm
(HxW)

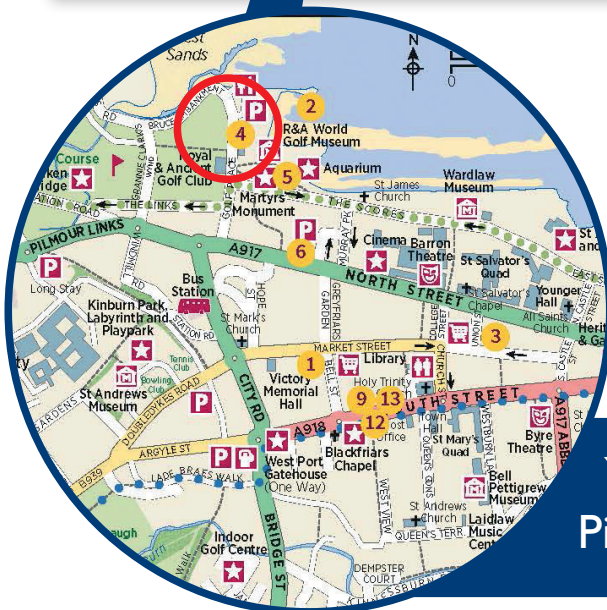
COUNTERTOP MAPS

RE-LAUNCHED DUE TO POPULAR DEMAND FROM VISITORS!

We're producing 411,000 tear off maps covering 21 regions because the demand is there. On display for a full 12 months.



**Countertop
Maps copy
& artwork
Deadline**



**Your Attraction Numbered &
Pinned to Local or National Map**

Available across the region

Available in information centres, hotels, B&Bs, guest houses and university accommodation. This tear off street and regional map is a key tool used by tourism sector colleagues to assist visitors in the area to explore more and stay longer.

Be seen!

These maps allow friendly, knowledgeable staff to provide relevant, accurate and up to date information at the point that visitors are looking for inspiration on all the best places to visit in the area.

Appear in more than one map for maximum coverage & receive a discount of 10%!

COUNTERTOP MAPS

Map Editions	Number of Maps	Skyscraper Advert 68mm W x 288mm H	Banner Advert 285mm W x 45mm H	Large Advert 68mm W x 141mm H	Medium Advert 68mm W x 94mm H	Small Advert 68mm W x 45mm H
Aberdeen	20,000	£412		£247	£198	£119
Aviemore & the Spey Valley	12,000	£245		£148	£118	£71
Ayrshire & Isle of Arran	6,000	£120		£73	£58	£35
Dumfries	8,000	£162		£98	£78	£47
Dundee	20,000	£412		£247	£198	£119
Edinburgh	100,000	£2,182		£1,309	£1,047	£628
Fort William	25,000	£516		£310	£247	£150
Inverness	25,000	£516		£310	£247	£150
Isle of Bute	4,000	£80		£49	£38	£23
Isle of Islay	5,000	£104		£61	£50	£32
Isle of Skye	50,000	£1,091		£758	£524	£314
Jedburgh & Peebles	8,000	£162		£98	£78	£47
Loch Lomond & the Trossachs	15,000	£308		£185	£147	£88
Moray Speyside	10,000	£203		£122	£98	£59
Mull & Oban	18,000	£399		£216	£168	£100
Orkney	15,000	£308		£185	£147	£88
Perth	10,000	£203		£122	£98	£59
Pitlochry	10,000	£203		£122	£98	£59
St Andrews	20,000	£412		£247	£198	£119
The Forth Valley	20,000	£412		£247	£198	£119
The Northern Highlands	10,000	£203		£122	£98	£59

LEAFLET DISPLAY SERVICES

Biggest & Best Display Network

Access to over 5,000+ display outlets including:

- All sizes and types of visitor accommodation
- National Museums
- Inverness Airport
- Visitor attractions
- Selected shops & shopping malls
- Castles & whisky distilleries
- Theatres
- Bars and restaurants
- Key car hire companies
- Fringe & Festival offices
- Park & Ride
- Airport taxis
- Main rail, bus and ferry terminals
- Scottish gateway centres in North England - M74, A1 & M6
- Exclusive access to Historic Environment Scotland & National Trust for Scotland properties
- Your leaflet is available to order online by over 300 smaller accommodation outlets.
- Includes additional display in 6,800 virtual stands

Feature in our Exclusive Virtual Display Stands.

Virtual stands are accessed by QR code posters in over 6000 outlets. Visitors can browse your leaflet and click through to your website.



Digital Bonus

See Page 13 to discover the secret of linking your print to your online presence and to **monetising your QR Code!**

Leaflets Drive Digital!

61% of visitors used a mobile device to find out more about what they read in a leaflet they picked up.

- Bentley University Study 2022 (Based on 1,000 respondents in UK, US and Europe)

We'll tailor your campaign to your visitor profile and to your budget.



TRY ME NOW!

Hit the Local Market!

The local market is important to every visitor attraction. That's why we have display in sites that target locals, eg: Libraries, Leisure Centres, Theatres, Bars and Cafes.

To discuss your Leaflet Distribution requirements or order a Leaflet Stand. Contact us on t: 01479 841900 or e: info@landmark-press.com



PRIME HERITAGE SITES

We can offer you display in nearly 100 Historic Environment Scotland & National Trust for Scotland locations that together have millions of visitors every year.

Sites include:

- Edinburgh Castle
- Tantallon Castle
- Brodie Castle
- Urquhart Castle
- Culzean Castle
- Culloden Visitor Centre
- Inverewe Garden & Estate
- Bannockburn
- Stirling Castle
- Fort George
- Jedburgh Abbey
- Crathes Castle, Garden & Estate

Plus many, many more!



HISTORIC SCOTLAND
ALBA AOSMHOR

Part of Historic
Environment
Scotland

A3 POSTER DISPLAYS

The best poster sites in Scottish Tourism by far
- These are taken up rapidly, get in touch to claim your locations!

A3 Poster Display costs from as little as £18 per outlet per month



Landmark Press has teamed up with SCOTO to produce Town & Regional Maps aimed at community groups.

OUR PRODUCTS:



A4 & A3 Countertop Tear Off Maps



A2, A3 & A4 Folded Maps



All products can include:

- Your community logo
- Local information and advertisers
- Local and Regional Maps

BASE PRICES

	2,000 COPIES	5,000 COPIES	10,000 COPIES
A2 FOLDED MAPS	£1,614 + VAT	£1,830 + VAT	£2,628 + VAT
A3 TEAR-OFF MAPS	£1,350 + VAT	£1,620 + VAT	£2,034 + VAT
A4 TEAR-OFF MAPS	£1,176 + VAT	£1,362 + VAT	£1,644 + VAT

- Costs include delivery, print, origination, and map licensing fees.
- Origination map fee of £480 is a one off fee in year one and will not apply to subsequent years.
- If you are using your own map, a substantial reduction in cost will be applied.

As an illustration, if you opt for 10,000 A3 tear off maps, just selling 8 large adverts to local businesses at £255 + VAT will cover all your costs.

5 EASY STEPS TO GET YOUR QUOTE

- 1** Select the size.
- 2** Let us know if your product will feature maps only, or if it will also include adverts to make the map self-financing.
- 3** Let us know if you will provide your own maps or if you would like a map to be created for you.
- 4** Let us know if you will require design assistance for the map creation or artwork for adverts.
- 5** Select the quantity.

Remember, you choose the layout; the combination of maps, the adverts and editorial. All can be accommodated!

Want to know more? Contact claire@landmark-press.com or call **01479 841900**.

WHAT OUR TOURISM MARKETING COLLEAGUES ARE SAYING

“For several years, The Real Mary King’s Close has collaborated with Landmark Press for leaflet distribution and advertising. Our partnership has yielded substantial returns on investment, notably through our advertisement featured in the Welcome to Edinburgh & Scotland Guides. It is indeed strategically reaching tourists as it is distributed for free in key locales across the city. We will definitely keep advertising with them in the coming years.”

Emilie Lumineau

The Real Mary King’s Close

“Advertising in the Landmark Perthshire, Dundee & Angus Bedroom bedroom folder helps us showcase our attractions and reliably reach the key overnight and short stay tourism market for Dundee and surrounding area. The team at Landmark Press also make the process straightforward and are great to work with.”

Kevin McGinley,

Dundee Culture & Leisure

“We are very pleased to appear in our local bedroom folder; it is the ideal place for us to catch visitors’ interest and promote ourselves. Landmark Press have always been very professional, supportive and a pleasure to work with.”

Moirá Unwin, Sonas Collection

“Surgeons’ Hall Museums have been working with Landmark Press for our leaflet distribution and on the Welcome to Edinburgh Guide. They provide a fantastic service, especially with the Welcome to Edinburgh guide, which has encouraged many of our visitors to visit. Raffael and the Landmark team are fabulous and always on hand to help.”

Keshena Goldie

Surgeons’ Hall Museums

“We have advertised in the North Highland Bedroom folder for several years. It is the only hard copy publication we consistently choose for marketing because we get customers in each year telling us they are visiting having specifically seen our advert in there. We don’t get this level of direct feedback from other publications, so it’s much harder to gauge if they are driving footfall. As the folder is available all year round, right across the area of our target tourism market, we feel it’s good value for money, and are happy supporting another Highland business.”

Hazel Gordon,

Alchemist Gallery Dingwall

“The Welcome Folders are worth their weight in gold!”

Roskhill House, Skye

“Highland Aviation has enjoyed a long-standing relationship with Landmark for several years, incorporating much of our marketing including leaflet stands, and the Welcome To ... guides. We have always found Landmark to be professional, flexible and a pleasure to work with, and look forward to many more years of collaboration.”

Nick Taggart, Highland Aviation

“Welcome to Edinburgh is an indispensable guide for us to reach tens of thousands of visitors in the city and influence them to come and explore Rosslyn Chapel.”

Ian Gardner, Rosslyn Chapel Trust

“The Landmark Press Welcome Folders work, that is why we have been advertising in them for over 5 years. The company’s customer service is second to none and they always go that extra mile for you which is very much appreciated. I would have no hesitation in recommending Landmark to any business wishing to promote their business in Scotland.”

Jane Malloch – Mellerstain House

“The welcome folders and Welcome guides all look great and it’s fantastic to see our information network so well promoted.”

Jennifer Moran, VisitScotland

ESSENTIAL BOOKING INFORMATION



Final Regional Guide
booking, copy and
artwork deadline



Welcome Guides and
Countertop Maps booking,
copy and artwork deadline

Publications

Please note ALL deadlines must be adhered to in order to ensure inclusion in the our publications.

Cancellation Conditions

Cancellation before 7th November - No Charge.
Cancellation on or after 7th November - 50% of booked amount payable. Cancellation once printed - 100% Payable. Please note that your advert or entry may still appear in the booked publications.

Proofing

Any changes to proofs, after being signed off by the client, will be charged per additional version.

Regional Guides

Images - Images should be of good sharp quality, a large size, and ideally at 300dpi.

Design - If your advert is a full page, please advise your designer to allow for a 17mm margin and keep this clear of any essential design information.

‘Welcome’ Guides

Bookings may be refused if artwork is unsuitable. Landmark Press reserves the right to edit text. Please supply artwork as a packaged InDesign document. This will help us ensure the translated versions of your advert are as close to your original design as possible. If you are unable to supply your artwork as a packaged InDesign document, please supply a PDF. PDFs must not be flattened or we will be unable to translate your advert for you.

Leaflet and Poster Display

Leaflets must be delivered at least one week before the first booked distribution run, or as advised at time of booking.

Contact

Carrbridge Office

Landmark Press,
Station Road, Carrbridge,
Inverness-shire
PH23 3AP
t: 01479 841900

e: advice@landmark-press.com
www.landmark-press.com

Edinburgh Office

Landmark Press,
Unit 10, Edgefield Trade Park,
Edgefield Road, Loanhead
Edinburgh EH20 9SX
t: 0131 453 2363

Payment

Publications - Invoices will be issued in early 2026.

Leaflet Distribution - Invoices will be issued on commencement of distribution.

Terms - Payment should be received in full within 30 days of receipt of invoice. We reserve the right to charge overdue accounts at 4% interest over base rate.

Delivery Instructions

Note: - There is a 12' 3" (3.7m) high bridge on the approach road to Landmark Press. Please ensure your delivery drivers are aware of this. Additional delivery instructions will be provided at the time of booking.

Liability

In the unfortunate event that we are liable for damage or loss of customers leaflets, Landmark Press will refund the replacement value of the print material but does not accept liability for any consequential loss of business.

Advertisements in Landmark Press Publications are accepted subject to the following conditions:

1. Advertisers warrant that their advertisement does not, in any way, contravene the provisions of the Trade Descriptions Act or other current legislation affecting advertising.
2. Adverts are accepted at the sole discretion of Landmark Press who reserve the right to refuse or cancel any advertising copy without stating reason.
3. Landmark Press will not be liable for any loss or damage consequential or otherwise occasioned by error, late publication or failure of the advertisement to appear.

Agency Bookings

Please note that all quotations / bookings include any agreed agency commission.

