

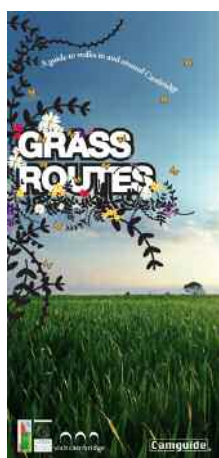
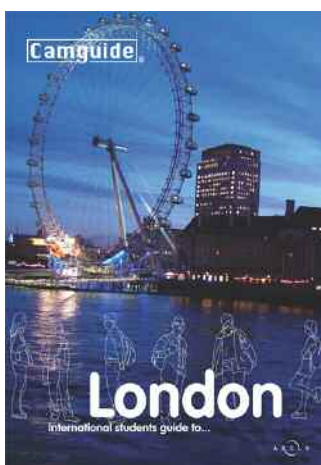
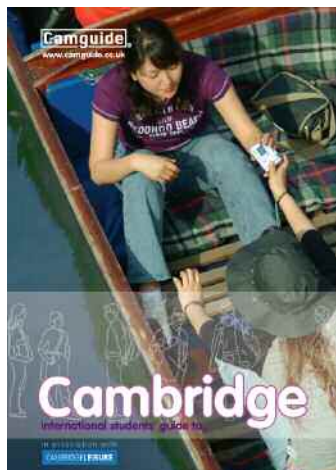


CAMGUIDE

MEDIA PACK

Camguide

WELCOME TO THE CAMGUIDE MEDIA PACK



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WHY ADVERTISE WITH CAMGUIDE?



Do all your potential customers know where you are and what you do? Tourists, shoppers, business people, conference delegates, language students and university students spend large amounts of money with local businesses. Indeed, some businesses depend entirely on this market.

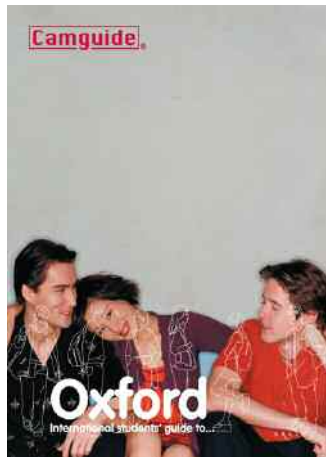
Would you like a bigger share of this market? Joining the many businesses who repeatedly advertise with us will enable you to benefit from targeting this market.

Three reasons to talk to us:

- **You'd like to attract more business from out-of-town visitors, whether business people, conference delegates, tourists, university students, language students or shoppers.** We have a range of advertising opportunities that can be tailored to meet your needs.
- **You have a lot of customers from out of town who would benefit from receiving a good, free map.** All our advertisers receive a complimentary box of maps to give to their customers (further copies are available at a small charge).
- **You'd like to see your message reach visitors before they arrive in town or have it handed to them on arrival.** We work very hard to distribute our maps and guides so that the right people see your advert at the right time.

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WHY ADVERTISE WITH CAMGUIDE? (continued)



How can we do this? Naturally, our products are clear, useful, easy to use and come in a pocket-friendly size – but the really important thing is that we work very hard on distribution. So hard, in fact, that where we are established, we have an effective 'out of town' and 'around town' distribution network.

Out of town:

- Our maps are inserted into delegate/student packs by conference venues and language schools.
- Our maps are sent out by hotels along with booking confirmations to guests.
- Our maps are used by tour and coach operators and by others who bring groups into town – for example, language schools from other towns who organise day trips.

Around town:

- Our maps are used by hotels and guest houses to enhance their service and help new guests find their way around town.
- Our maps can be picked up in railway stations such as Cambridge, Oxford, Paddington and King's Cross.
- Our maps can be picked up from tourist sites and many other places that you'd expect to find free publications.
- We produce our maps and guides in association with local city and county councils, which gives us added strength when it comes to effective distribution.

Where we aren't so well established we work even harder. Our advertisers keep repeating their adverts and distributors keep asking for more copies – so we know it's working!

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CAMGUIDE'S TARGET MARKETS



Camguide's two niche target markets centre on the EFL student visitor, who will spend a minimum of two weeks learning English in the UK, and the foreign or domestic visitor and tourist. Additional target markets for our distinctive maps and guides include local residents and university students.

Visitors have a lot of spending power

In addition to the millions of foreign visitors to the UK, 600,000 students come to Britain annually to learn or improve their English. Of the 26 million plus visitors to Britain annually, around one in 40 come specifically to study English.

However, their significance in terms of spending power belies their numbers; they are responsible for £1 in every £16 spent by overseas visitors to the UK. EFL students should not be confused with the clichéd cash-strapped domestic student. EFL students are private, fee-paying school customers largely from the wealthy middle classes around the world – and they usually have significant spending money at their disposal during their time in the UK.

It's also important to remember the spending power of domestic tourists – whether away for their annual holiday or a short weekend break, they are likely to want to soak up the local culture, indulge in some serious shopping and sample the restaurants, bars and nightlife.

CAMGUIDE'S TARGET MARKETS (continued)



EFL students in particular want to experience British culture and heritage

Aside from academic and language considerations, one of the main reasons that Britain is chosen as a destination to learn English – major competition exists in other English-speaking nations – is because of its success as a tourist destination.

The majority of EFL students will have a full social diary which includes travelling within Britain to tourist attractions in order to sample British heritage and culture. Much of this 'social programme' activity is laid on by the host organisation.

In fact, most language schools employ staff specifically to deal with this aspect of a student's stay. They put a lot of effort into developing a successful social programme, and sell many activities and sightseeing trips to students. They can be helped with this sales job. The students act as ambassadors for Britain on their return home and may buy British for life. Favourable recommendations to family and friends on return to their home country may well increase the chances of visits to Britain when choosing future holidays or language courses.

If the information passed on is complimentary, it can also help to counter some of the negative images that can often be spread around the world. When it is considered that many EFL students are either wealthy professionals themselves or come from professional families, it's obvious that the impact of such positive reporting should not be underestimated. It will lead to more visits to Britain, a more positive image of Britain, a preference for British products and an increased likelihood of business relationships being developed.

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CAMGUIDE'S MARKET REACH



So how does Camguide reach its target markets and ensure that advertisers receive value for money? The answer is simple really. Drawing on extensive experience of the EFL world, Camguide's publishing team understands what makes EFL students and tourists tick. We've used this understanding to develop a suite of publications which provides useful and relevant information, and which delivers tangible results for our advertisers. And, perhaps most importantly, our maps are made available only to people who want or request them. We don't drop them on unsuspecting restaurants and retail outlets – instead we spend a lot of time talking to local businesses and asking them whether they'd be happy to display our maps in attractive dispensers, all the time enhancing our distribution.

Our maps and guides are in the right places

Language schools distribute Camguide maps and guides to students, often putting them into a welcome pack and sometimes sending them out to students in a pre-arrival pack after enrolment. Schools also send them to the international agents that recruit students. The content reflects the needs of students, with editorial and advertising space available for agencies and businesses interested in reaching this audience. Over 110,000 Camguide products are given to students through their language schools each year. Camguide provides these to schools for only the cost of delivery and they are highly valued by everyone concerned.

Our distribution network is developing across the UK

Camguide's directors have years of experience working with EFL students and language schools, and have a very strong network that can be utilised to reach EFL students directly. For example, we also 'have the ears' of many school principals and social organisers.

Our classroom materials can help

Lesson plans for the EFL classroom can be based on any subject or material. One additional Camguide service is to produce teaching material for clients that can be used in the classroom or during visits to popular attractions. Please contact us if you would like further information.

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WELCOME TO CAMBRIDGE



Produced for Cambridge Tourism, Cambridge City Centre Management and City Council Transport Services.

Audience: General visitors from out of town. In particular we target tourists, conference delegates, language students on day trips and shoppers.

Description: Full-colour A2 map, folds to DL size. Covers the whole Cambridge area and includes a street map, practical tourist information, shopping and car parking details. This map is extremely popular with end-users and organisations in and around Cambridge as it adds value to their service. Ad sizes from 95 x 50mm to 95 x 95mm.

Print run: There is one edition a year, and a minimum of 200,000 copies are printed.

Distribution: Through Tourist Information Centres in the region, The British Visitor Centre in London, car parks, park & rides, railway stations, hotels and guest houses and premium retail outlets in the historic city centre.

Advertising rates:

95 x 50mm (L)	£750 + vat
95 x 95mm	£1500 + vat

Camguide

EXPLORE OXFORD



Produced for Oxford Tourism and Oxfordshire County Council.

Audience: General visitors from out of town. In particular we target tourists, conference delegates, language students on day trips and shoppers.

Description: Full colour A2 folds to DL. Covers the whole of Oxford city centre, Park & Ride information, shopping and car parking details. Ad sizes from 95x50mm to 95x95mm.

Print run: There is one edition a year, published in spring and a minimum of 60,000 copies are printed.

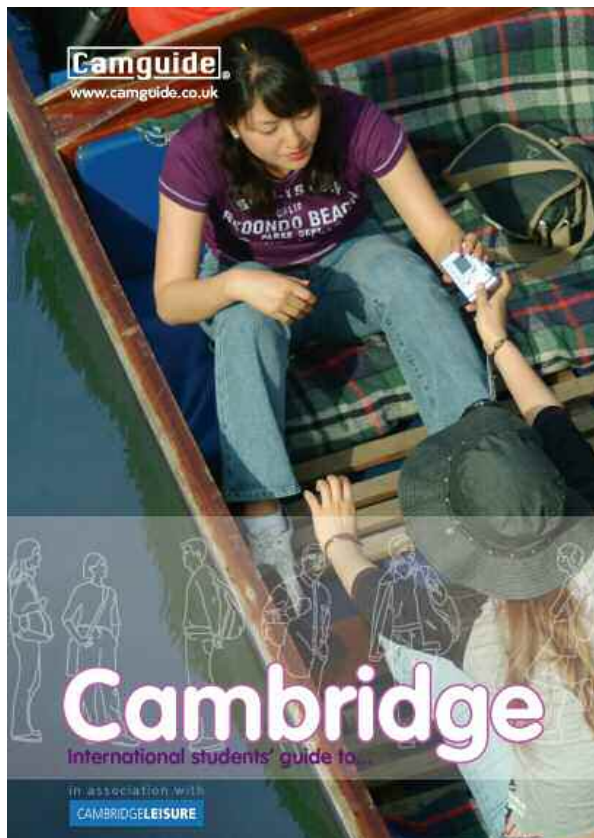
Distribution: Through Tourist Information Centres in the region, The British Visitor Centre in London, car parks, park & rides, hotels and guest houses, premium retail outlets in the historic city centre.

Advertising rates:

95 x 50mm (L)	£750 + vat
95 x 95mm	£1500 + vat

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INTERNATIONAL STUDENTS' GUIDE CAMBRIDGE



Audience: International students at language schools, colleges and universities in Cambridge – includes all ages and income levels from all over the world, and not to be confused with cash-strapped domestic UK students.

Description: Full-colour A1 map covering the entire Cambridge commercial and residential area (to include the location of homestay hosts). Includes information essential for international student orientation and welfare and is written in simple English. The map folds to A5. The standard advert size is 70 x 35mm, with a larger option of 70 x 70mm.

Print run: There is one edition a year, published before the summer rush, and a minimum of 30,000 copies are printed.

Distribution: Exclusively through language schools, university international departments and British Council Offices – many schools include them in the welcome packs the students receive on the first day of their course and some even send them out in pre-arrival packs. Your business is seen as international student friendly, and you may even have your advert used in the classroom as a teaching aid and by social organisers as a personal recommendation.

Advertising rates:

70 x 35mm (L)	£250 + vat
70 x 70mm	£400 + vat

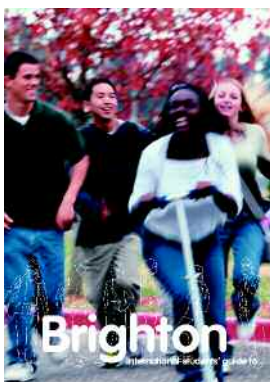
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INTERNATIONAL STUDENTS' GUIDES

OXFORD

BRIGHTON

BOURNEMOUTH



Audience: International students at language schools, colleges and universities in Oxford, Brighton and Bournemouth – includes all ages and income levels from all over the world, and not to be confused with cash-strapped domestic UK students.

Description: Full-colour A1 map covering the entire relevant commercial and residential area (to include the location of homestay hosts). Includes information essential for international student orientation and welfare and is written in simple English. The map folds to A5. The standard advert size is 70 x 35mm, with a larger option of 70 x 70mm.

Print run: There is one edition a year, published before the summer rush, and a minimum of 30,000 copies are printed.

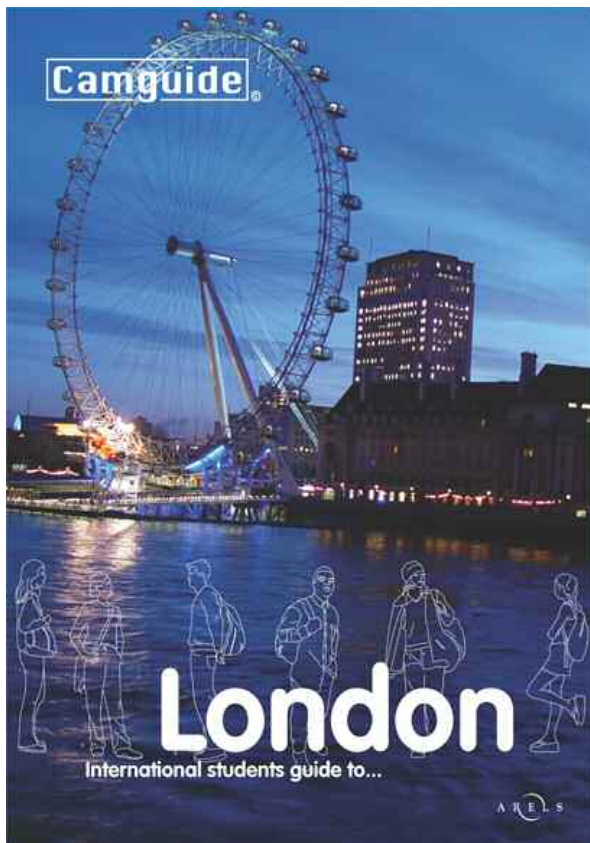
Distribution: Exclusively through language schools, university international departments and British Council Offices – many schools include them in the welcome packs the students receive on the first day of their course and some even send them out in pre-arrival packs. Your business is seen as international student friendly, and you may even have your advert used in the classroom as a teaching aid and by social organisers as a personal recommendation.

Advertising rates:

70 x 35mm (L)	£250 + vat
70 x 70mm	£400 + vat

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INTERNATIONAL STUDENTS' GUIDE LONDON



Audience: People studying English at language schools, colleges and universities in Britain – includes all ages and income levels from all over the world and not to be confused with cash-strapped domestic UK students. About 200,000 international students come to London and of those who study outside London nearly all visit London on day trips.

Description: Full colour A1 map. Includes information essential for international student orientation and welfare and is written in simple English. It folds to A5. The standard advert size is 70 x 35mm, with a larger option of 70 x 70mm.

Print run: There is one edition a year, published before the summer rush and a minimum of 100,000 are printed.

Distribution: Exclusively through language schools in London and across Southern England, university international departments and British Council Offices – many include them in the welcome packs the students receive on the first day of their course and some even send them out in pre-arrival packs. Your business is seen as international student friendly and you may even have your advert used in the classroom and by social organisers.

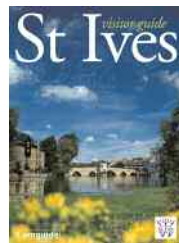
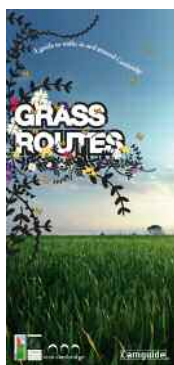
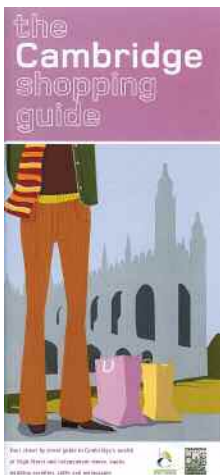
Advertising rates:

70 x 35mm (L)
70 x 70mm

£250 + vat
£400 + vat

Camguide

BESPOKE PUBLISHING



In addition to designing and producing our range of maps and guides, Camguide boasts a bespoke publishing service.

'In the Post'

Audience: EFL students using Royal Mail's wide range of postal services. **The project:** We were commissioned by Royal Mail to design a workbook containing exercises for students with different levels of English to enable them to use the Post Office with greater confidence and understanding. We commissioned an experienced EFL materials writer to devise a number of interesting and fun activities to achieve Royal Mail's objectives, and designed and produced the workbook to an agreed budget. **Print run:** The initial print run was 1000 copies. **Distribution:** 'In The Post' has been distributed free of charge to around 500 language schools across the UK.

Cambridge Shopping Guide

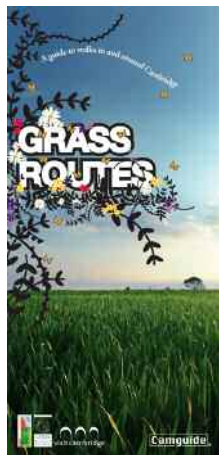
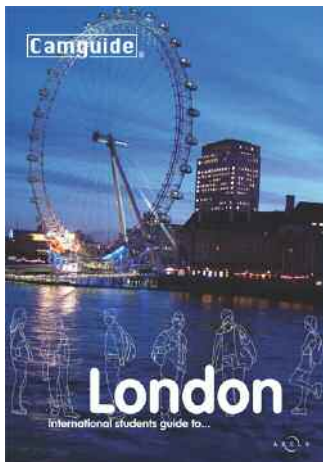
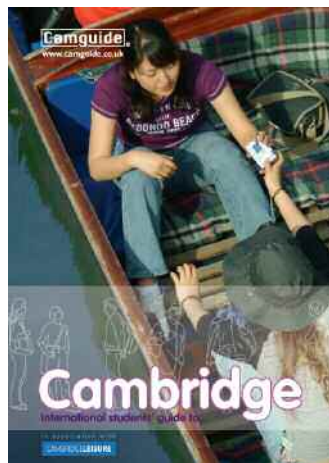
Audience: Local, UK and foreign visitors to Cambridge. **The project:** We were commissioned by Cambridge City Council's City Centre Management team to design and produce the first ever pocket-sized shopping guide to the city, containing full listings of retail outlets in the main streets and shopping centres, access information and a large city centre map. **Print run:** The initial print run was 15,000 copies. **Distribution:** The Cambridge Shopping Guide was distributed throughout the city and within Cambridgeshire.

Bespoke maps and guides

We have produced a number of bespoke guides: the Best Little Guide to the Cambridge Film Festival was published in collaboration with the Cambridge Arts Picture House; Grass Routes, a guide to Cambridge walks and open spaces, was produced on behalf of Cambridge City Council; the Family Friendly Guide to Cambridgeshire was produced for Cambridgeshire Care and Education Partnership; and the St Ives Visitor Guide was published in collaboration with St Ives Town Centre Management Initiative.

Camguide

WHAT PEOPLE SAY ABOUT OUR GUIDES...



'...easy-to-follow directions and good instructions...'
Receptionists at the Linton Lodge Hotel

'I'm delighted with the Welcome to Cambridge city map, and so are my customers. As soon as I put the maps on display, they are gone!'
Cambridge University Press Bookshop

'Thank you for the guides that you sent me recently. They are great – so great that I'd like another box please!'
GEOS Academy, Hove

'...I would like to say how impressed I am by the layout and quality of your publication...'
Cambridge Language Projects Ltd, Cambridge

'...the foreign students at the school certainly appreciate having such a useful map...'
School of English Studies, Folkestone

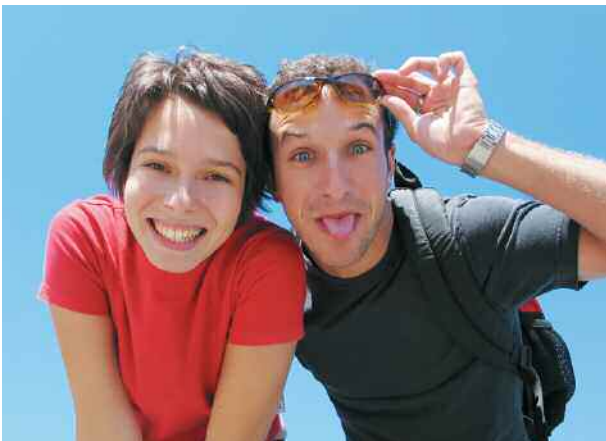
'I have recently seen and been extremely impressed with your publication'
Bournemouth and Poole for International Students' Dorset International College

'I think you do a wonderful job'
Language Studies International, Cambridge

'...the updated versions are even better than the old ones... the inclusion of the park and ride information will prove invaluable'
Jon Smith, visitor to Oxford

Camguide

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