



## Would you like more visitors coming into your business?

## 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 in local businesses; indeed some businesses depend entirely on this market.

Would you like a bigger share of this market?

Would you like to find out how many businesses who repeatedly advertise with us are benefiting from targeting the visitor market?

### A few possible reasons to talk to us:

- You would like to attract more business from out of town visitors - be they business people, conference delegates, tourists, students, language students or shoppers. We have a range of advertising opportunities that can be tailored to your needs.
- You have a lot of customers from out of town who would find a good free map helpful. You can have as many of our maps to give to your customers as you need - no obligation - no charge (P&P may apply).
- You would like to see your message reach those visitors **before** they arrive in town, or maybe get it handed to them on their arrival. We work very hard to distribute our maps and guides so that the right people see your advert at the right time.

### How can we do this?

Naturally our products are clear, useful, easy to use and a handy pocket-size, but the really important thing is that we work very hard on the distribution. So hard in fact, that where we are established:

#### Out of town distribution:

- Our maps are put in delegate/student packs by conference venues and language schools.
- Our maps are sent out by hotels with confirmations to guests.
- Our maps are used by tour and coach operators and others who bring groups into town - for example language schools from other towns who bring groups for the day.

#### And 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 train stations (**both** ends i.e. Oxford and Paddington, Cambridge and Kings Cross).
- Our maps can be picked up from tourist sites and the other places that you'd expect to find free publications.
- In Cambridge we produce our guides in conjunction with **Cambridge City Council**, which gives us added strength when it comes to distribution.

Where we are not so well established we will be working even harder. Our advertisers keep repeating their adverts and distributors keep asking for more publications so we must be doing something right!

## Our publications

There are three main products - see overleaf for details ...

## Our publications

### Best Little Guide

Description:	Full colour, pocket size (folds to A6). Covers city/town centre areas plus useful information about transport and sightseeing. Ad sizes range from 50mm x 35mm to 100mm x 140mm with a map reference.
Audience:	General visitors from out of town. In particular we target tourists, conference delegates, language students on day trips and shoppers.
Towns covered:	<b>Cambridge</b> (produced in conjunction with Cambridge Tourism - 4 editions in 2002), <b>Oxford</b> (4 editions in 2002), <b>Brighton &amp; Hove</b> (1 edition in 2002), <b>Bournemouth</b> (1 edition in 2002).
Print run:	A minimum of 20,000 each edition.
Distribution:	<b>Free</b> Available around town at railway stations, hotels and guest houses, tourist sites, shops and restaurants. We also target the distribution at <i>your</i> customers by forging links with organisations around the country like tour operators, language schools, coach companies and conference organisers. This way, visitors to your town arrive with the publication and are more likely to choose you over your competition.

### Map and Guide for International Students

Audience:	People studying English at language schools in Britain - includes all ages and income levels from all over the world and <i>not</i> to be confused with cash-strapped domestic UK students.
Description:	Full colour A1 map covering the entire residential area (covering homestay families). Includes information essential for international student orientation and welfare and is written in simple English. It folds to A5. Ad sizes from 70x 35mm to 140mm x 70mm.
Towns covered:	<b>Cambridge, Oxford, Brighton &amp; Hove and Bournemouth &amp; Poole.</b>
Print run:	There is 1 edition a year, published before the summer rush and a minimum of 15,000 are printed for each town.
Distribution:	<b>Free</b> Exclusively through language schools, 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.

### London for International Students

Audience:	As for the above Map and Guide. About 200,000 international students come to London and of those who study out of London they nearly all visit London on day trips.
Print run:	There is 1 edition a year, published before the summer rush and a minimum of 50,000 are printed.
Description:	Full colour A2 folds to DL. Covers central London area and includes practical information. Ad sizes from 50x48mm to 95x200mm.
Distribution:	<b>Free</b> Exclusively through language schools in London and across Southern England. Targeted at London based international students and those from out of London visiting the capital.

### Welcome to Cambridge City Map & Guide (Cambridge City Council)

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

Audience:	All visitors to Cambridge - tourists, city-breakers, out of town shoppers
Print run:	There is 1 edition a year, published in spring and a minimum of 100,000 are printed.
Description:	Full colour A2 folds to DL. Covers the whole Cambridge area and includes practical tourist information, shopping and car parking details. Ad sizes from 95x50mm to 95x100mm.
Distribution:	<b>Free</b> Through Tourist Information Centres in the region, The British Visitor Centre in London, car parks, park & ride, hotels and guest houses, premium retail outlets in the historic city centre