

Bath Visitor Guide 2026

Advertising Opportunities



Print Run: 250,000

Publishing Date: January 2026

Booking Deadline: 23rd October 2025

Distribution



Key locations around the South West region with a concentration on important transport hubs.



All visiting press and familiarisation trip attendees organised through Visit Bath will receive a copy.



Available in hotels, attractions and shopping areas around the city and surrounding areas.



A digital version will be available on the world's leading digital publishing platform Issuu. Since uploading the 2025 version, the Visitor Guide page on Visit Bath has received 7,899 views and 4,342 users.



Used as a main piece of collateral for national and international events attended by the Visit West team throughout the year.



Visitor Guides will be displayed in Bristol Airport with a potential to reach 10 million passengers annually.



Bulk ordering available to all members. If you would like them for your customers, we can ensure a regular supply.

Advert Sizes

Please note, the listing adverts below are for illustrative purposes only and do not necessarily represent the design or colour finish.

Half-Page Listing

AMERICAN MUSEUM AND GARDENS
Claverton Manor, Bath, BA2 7BD
+44 (0)1225 460503 | enquiries@americanmuseum.org
americanmuseum.org

Located on the outskirts of town, find the best day out in Bath with breathtaking views, fascinating museum collections, stunning gardens, gallery shop, children's play area and the American Garden Deli, with its scenic garden terrace.

The Museum's home is a Grade I listed Georgian estate with gardens designed by famous US landscape architects Oehme, van Sweden, an arboretum and sweeping parkland. Located in the Cotswolds AONB, there are spectacular views across the Limpley Stoke valley.

Visit the Museum, which features American arts and heritage, and experience a special exhibition in the Gallery, as well as a seasonal programme of exciting events, including talks, family fun, outdoor theatre, live music and much more.

2025 Exhibitions
15 February – 22 June
Myths and Memories: Renaissance Maps
5 July – 31 December
Beyond Infinity: American Space Exploration

Opening Times: Please see our website for opening times, ticket information and an up-to-date listing of what's on.



Half-Page Display

NO.1 ROYAL CRESCENT

Step back in time

Explore the first house to be built on the iconic Royal Crescent in Bath, furnished exactly as it would have been over 200 years ago. An immersive experience brings the stories of the house and its former occupants to life.

no1royalcrescent.org.uk **NEW EXHIBITION** **CHILDREN ENTER FREE** @ X d f

This listing format is also available as a quarter-page or an eighth-page.

Would you like to measure the performance of your advert?
We would suggest using a QR code, discount code or incentive.

Advert Specifications and Prices

Advert Size and Type	Specification	Partner Cost	Please Tick	Member Cost	Please Tick	Non-Member Cost	Please Tick
Back cover (display ad)	148 x 210mm (3mm bleed)	£2,750.00	<input type="checkbox"/>	£2,950.00	<input type="checkbox"/>		<input type="checkbox"/>
Inside front cover (full bleed)	148 x 210mm (3mm bleed)	£2,550.00	<input type="checkbox"/>	£2,750.00	<input type="checkbox"/>	£3,000.00	<input type="checkbox"/>
Inside back cover (full bleed)	148 x 210mm (3mm bleed)	£2,450.00	<input type="checkbox"/>	£2,650.00	<input type="checkbox"/>	£2,900.00	<input type="checkbox"/>
Full display ad (full bleed)	148 x 210mm (3mm bleed)	£2,100.00	<input type="checkbox"/>	£2,300.00	<input type="checkbox"/>	£2,600.00	<input type="checkbox"/>
1/2 page (display ad)	133 x 96mm (no bleed)	£1,000.00	<input type="checkbox"/>	£1,200.00	<input type="checkbox"/>	£1,500.00	<input type="checkbox"/>
1/2 page (template)	1-3 images + 150 words	£1,100.00	<input type="checkbox"/>	£1,300.00	<input type="checkbox"/>	£1,600.00	<input type="checkbox"/>
1/4 page (template)	1-2 images + 60 words	£700.00	<input type="checkbox"/>	£900.00	<input type="checkbox"/>	£1,300.00	<input type="checkbox"/>
1/8 page with image (template)	1 image + 22 words	£400.00	<input type="checkbox"/>	£600.00	<input type="checkbox"/>	£900.00	<input type="checkbox"/>

All prices are exclusive of VAT.
Member rates are applicable to Gold, Silver and Bronze level members.

Payment and Booking Details

Please return your booking form by 23rd October 2025 to Lisa Franklin: lisa.franklin@visitwest.co.uk

Address for Invoicing

Contact Name:	Business Name:
Phone Number:	Email Address:
Address:	

Invoices will be sent once the booking deadline has closed. Please note purchase order number if required:

Advert Details

Business Name:	Phone Number:
Email Address:	Website:
Address:	

Please provide copy below. 150 words for a half-page, 60 words for a quarter-page or 22 words for an eighth-page.

Awards:
Opening Times:

NB Visit Bath reserve the right to make amendments to any copy supplied in accordance with Visit Bath's style guidelines and for clarity.

Eating and Drinking Establishments

Price Category (Cost of a Two-Course Meal)	Please Tick
£££: over £25 per person	<input type="checkbox"/>
££: £15-£25 per person	<input type="checkbox"/>
£: under £15 per person	<input type="checkbox"/>

Accommodation Providers

Prices	Min Price £	Max Price £
Per Night		
Per Room		

All Other Businesses with Cost Associated

Prices (If Applicable)	Min Price £	Max Price £
Adults		
Children		
Concessions		

All photography should be supplied as 300 dpi JPEG, PNG or TIFF files. Images should not have text or logos overlaid, or in a collage format.

Declaration

I agree to the below terms and conditions.

Date:	Signed:
Position:	

Terms and Conditions

This is important information which you must read carefully. You should retain copies of your booking form and advertisement information forms for your records.

1. Advertisement Entries

All Bath Visitor Guide advertisements will follow a standard layout within a dedicated section in the Guide, unless they have been specified as display ads. Digital images should be supplied as 300 dpi JPEG, PNG or TIFF files. Any artwork produced by Visit Bath Ltd or its agents remains the exclusive property of the company at all times.

2. Refusal

Destination Bristol t/a Visit West reserves the right to refuse without explanation the whole or part of an entry and to limit the size or amend any entry should it deem it necessary or desirable to do so to bring the copy in line with the company's style guidelines, or for clarity. Advertisements will not be accepted from advertisers who have outstanding accounts with Destination Bristol t/a Visit West, until such time as all outstanding accounts have been cleared in full.

3. Liability

No liability is accepted by Destination Bristol t/a Visit West for any error, inaccuracy or for the omission of whole or any part of an entry unless such is occasioned by the negligence of the Company, its agents, servants or representatives.

4. Copyright

Permission must be obtained from the owner of the copyright of any photographs or artwork embodied in an entry to reproduce the same in that connection. The submission of copy containing a photograph or artwork shall be deemed to incorporate an agreement to indemnify Destination Bristol t/a Visit West against civil actions, claims and demands (and all costs and expenses incurred in the connection therewith) that might result from the reproduction of such photograph or artwork. You should, therefore, ensure that you have the appropriate indemnity insurance cover.

5. Trade Descriptions

All copy must comply strictly with the provisions of the Trade Descriptions Act 1968 and is accepted for publication by Destination Bristol t/a Visit West in the normal course of business. The submission of copy by an advertiser shall be deemed to incorporate an agreement to indemnify Destination Bristol t/a Visit West and its officers against the consequences of any prosecution under the Act and all other civil proceedings whatsoever consequent upon the publication of the entry. You should, therefore, ensure that you have the appropriate indemnity insurance cover.

6. Proofs/Amendments

Colour proofs of all entries will be submitted to all participants for final checking. Please check carefully. Please note, amendments can only be accepted in writing. An additional charge of £50 will be made for alterations to proofs which are a departure from the original copy submitted. The advertiser shall be responsible for checking and, if necessary, correcting the proof and returning it within 72 hours. Once the proof has been approved for print, no further changes will be made. Failure to return proofs by the requested dates will jeopardise your inclusion in the publication.

7. Cancellation and Amendments

Once an advertisement has been placed, it can only be cancelled by the advertiser in writing. Cancellation charges will be made as follows: Cancellations received after Thursday 23rd October 2025 – total fee.

8. Payment

Invoices will be sent out on receipt of booking form. All invoices not paid in full within a 30-day term may incur interest at a rate of 4% above Bank of England base rate.