

# Bath Visitor Guide 2024

## Advertising Opportunities



Print Run: 250,000

Publishing Date: February 2024

Booking Deadline: 13th November 2023

### 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 2023 version in April, we are seeing monthly impressions of 2,481 and 700 reads per month with an average read time of 3:24 minutes.



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 9.8 million passengers annually.



Ordering platform available to all members wanting to receive bulk deliveries directly.

### 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

**THE ROYAL CRESCENT HOTEL & SPA**  
16 Royal Crescent, Bath BA1 2LS  
+44 (0) 1225 823333  
[info@royalcrescent.co.uk](mailto:info@royalcrescent.co.uk)  
[www.royalcrescent.co.uk](http://www.royalcrescent.co.uk)

Enjoy a warm welcome at The Royal Crescent Hotel & Spa, a haven of luxury and tranquility in one of Bath's most famous addresses.

With over 250 years of history behind their doors, and an acre of glorious gardens, a stay at The Royal Crescent Hotel & Spa will leave you relaxed and inspired.

Kick-back in one of 45 individually decorated bedrooms and suites, where the dedicated team are always on hand to add a personal touch to your stay.

Experience relaxed dining, beautiful afternoon teas, or an expertly mixed cocktail at Montagu's Mews, their newly refurbished restaurant, bar, and outdoor terrace.

Take time to nurture body and soul with a visit to the award-winning Spa and Bath House. With its tranquil relaxation pool, sauna, steam room and a menu of TEMPLESPA treatments, a visit will leave you feeling revived.

AA 5 Red Stars 2022. AA 3 Rosette Restaurant 2022. Visit England "Hotel of the Year Award" 2022. OpenTable Diners' Choice 2022. Gold "Large Hotel of the Year" - South West Tourism Awards 2022. Best Hotel in Bath - Total Guide To Bath Awards 2022. AA Best Notable Wine List 2021-2022. Green Key Certified 2022.

From £375 per room per night

#### Half-Page Display

**EXPLORE BATH,  
DISCOVER  
MOXY BRISTOL**

Make Moxy Bristol your home as you explore the beautiful Roman city of Bath. Our stylish dog-friendly hotel with 214 rooms is in Bristol City Centre close to road and transport links. After your adventure sightseeing an array of cultural and heritage wonders in Bath, more discovery awaits as you unwind in your smart room, each with 42-inch TVs and furiously fast WIFI. Enjoy a signature Moxy cocktail in our bar socialising with friends or hit our 24-hour gym.

[MOXYBRISTOL.COM](http://MOXYBRISTOL.COM)

**PLAY ON  
AT THE  
MOXY**  
*moxy*

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 barcode, 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)	£2,700.00	<input type="checkbox"/>	£2,900.00	<input type="checkbox"/>		<input type="checkbox"/>
Inside front cover (full bleed)	148 x 210mm (3mm bleed)	£2,500.00	<input type="checkbox"/>	£2,700.00	<input type="checkbox"/>	£2,900.00	<input type="checkbox"/>
Inside back cover (full bleed)	148 x 210mm (3mm bleed)	£2,400.00	<input type="checkbox"/>	£2,600.00	<input type="checkbox"/>	£2,800.00	<input type="checkbox"/>
Full display ad (full bleed)	148 x 210mm (3mm bleed)	£2,050.00	<input type="checkbox"/>	£2,250.00	<input type="checkbox"/>	£2,450.00	<input type="checkbox"/>
1/2 page (display ad)	133 x 96mm (no bleed)	£950.00	<input type="checkbox"/>	£1,150.00	<input type="checkbox"/>	£1,350.00	<input type="checkbox"/>
1/2 page (template)	1-3 images + 150 words	£1,050.00	<input type="checkbox"/>	£1,250.00	<input type="checkbox"/>	£1,450.00	<input type="checkbox"/>
1/4 page (template)	1-2 images + 60 words	£650.00	<input type="checkbox"/>	£850.00	<input type="checkbox"/>	£1,050.00	<input type="checkbox"/>
1/8 page with image (template)	1 image + 22 words	£350.00	<input type="checkbox"/>	£550.00	<input type="checkbox"/>	£750.00	<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 13th November 2023 to Lisa Franklin: [lisa.franklin@visitwest.co.uk](mailto:lisa.franklin@visitwest.co.uk)

### Address for Invoicing

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

Invoices will be sent on receipt of booking form. 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 Friday 13th November 2023 – 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.