

POSTCARD*from* **BATH** EDITION N^o8

Scan here to visit
the website



The Guest Edit

Bath's most
luxurious
guide book



A/W Edition 2024/25

Available in-rooms and in the foyers of most of the city's
3, 4 and 5 star hotels, as well as tourist accommodation, many B&B's, and
across the Bath's popular tourist venues.

VISITOR GUIDE | HISTORY | GALLERIES, MUSEUMS, ATTRACTIONS | SHOPPING | EATING | ENTERTAINMENT

POSTCARDfrom BATH

OVERVIEW

Widely acclaimed as the finest visitor guide ever produced for Bath, *Postcard* offers exceptional writing, beautiful imagery and a well-curated guide with intelligent and essential information.

For the visitor, *Postcard* is an authoritative companion and a showcase of the all best places to see, places to shop, restaurants to enjoy, bars to discover and where they can be entertained.

More book than magazine, *Postcard* is the ultimate free read for tourists - directly influencing a huge audience and how they spend their time and money in Bath.

Quality Production. Cover: Heavy 350 gsm silk card - Perfect bound. Foil blocking, soft touch laminated. Text: 120 gsm Galerie paper



THE ESSENTIALS

- The A/W 2024/25 Edition published mid October. Advertising deadline mid September
- Copies will be available in participating 3, 4 and 5 star hotels, and selected B&B's and guest accommodation across Bath.
- Now in over 2000+ rooms and reception areas. 20 week shelf life. That's well over 180,000* visitors who will be spending and enjoying their stay in Bath.
- Additional copies will also be available at selected retailers, coffee shops and museum and tourism shops across the city.

* Calculated at 80% occupancy. Average 1.5 guests per room. Average stay 1.5 nights

VISITOR GUIDE | HISTORY | GALLERIES, MUSEUMS, ATTRACTIONS | SHOPPING | EATING | ENTERTAINMENT

POSTCARDfrom BATH

WHAT'S INSIDE ➔

VISITOR INFORMATION
Informative reading on all of Bath's main attractions.

ESSENTIAL UPDATES
Seasonal highlights and interesting happenings across the city.

ENJOYING THE STAY
Having fun in Bath:- Shopping. Eating. Entertainment. Walks and Tours. Souvenirs ideas and mementos.

CITY HISTORY
Well-written and fascinating articles about our city

CITY CONVERSATIONS
The people who make the Bath what it is.

THE GUIDE ➔

All the practical information a visitor needs: from the best independent shops, great restaurants, as well as coffee shops and nightlife and entertainment.



Page examples from previous editions



DISPLAY ADVERTISING RATES

All prices exclude VAT.

Full colour display advertising.

Double Page Spread: £1375

Back Cover: £950

Inside Front Cover: £800

Full Page: £750

Half Page: £425

Typical entries in The Guide (from 2019)



OR... Get listed in THE GUIDE SECTIONS:

Reach our active-spending tourism audience with this low-outlay, high return option.

Take a profile listing in our specially curated, directory-style guide.

£125 per issue or £200 for 2 editions

DIMENSIONS & TECHNICAL DETAILS

Technical Details:

Please supply artwork as high resolution PDFs. Created in CMYK, with any layers flattened.

Dimensions:

Double Page Spread: Please supply artwork as two separate full pages - sizes as below

Full Page: Trimmed size: 280mm x 215mm. Plus 3mm Bleed: 286mm x 221mm.

Floated Page with 15mm white space around - 250 x 185mm.

Half Page: Portrait: 250mm x 89mm. Landscape: 122mm x 185mm

- Safe Setting: Full Bleed and Trim Sizes are for images and colours to run off page. Please keep text and essential image elements at least 10mm inside the trim area (at least 15mm away from spine on inside front / inside back)

Questions or Feedback? Please contact us for any further information or assistance.