

POSTCARD *from* BATH

EDITIONS in 2025

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the website



The Guest Edit

Bath's most
luxurious
guide book



S/S Edition - 18 April

A/W Edition - 24 October

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.

POSTCARD *from* 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: 130 gsm Galerie Gloss paper.



THE ESSENTIALS

- The Spring/Summer 25 Edition published mid April - Advertising deadline 4 April
The Autumn/Winter 25 Edition published late October - Advertising deadline 10 October.
- 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. 6 month 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

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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.



Page examples from AW 2024

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.



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



Over 60 Bath businesses featured in our Guide sections in A/W 2024

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.



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