

POSTCARD*from* BATH

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the website



A/W EDITION 25/26



Bath's most beautiful book

A/W Edition - 24 October

The very best tourist guide book for Bath,
available in-rooms and in the foyers of most of the city's
3, 4 and 5 star hotels, as well as tourist accommodation, B&B's,
and popular tourist venues.

Bath's most beautiful place to advertise

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 and bars to enjoy, and great places to be discovered.

Postcard directly influences a huge tourist audience and how visitors spend their time and money in Bath.

For the advertiser, *Postcard* is a publication of the highest quality and a beautiful place to advertise and be seen in.

Cover section: Heavy 350 gsm silk card - Perfect bound. Foil blocking and soft touch laminated. The text pages are: 130 gsm Galerie Gloss paper.



THE ESSENTIALS

- The A/W 25 Edition published late October – Advertising deadline 3 October
(The S/S 26 Edition published late Mid April – Advertising deadline 31 March)
- Copies are placed in rooms and foyers of participating 3, 4 and 5 star hotels, selected B&B's, AirB 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 around the city at selected retailers and coffee shops.

* 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.



Page examples from AWW 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 of Bath's top 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: (H x W)

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.