

# Bath Visitor Guide 2025 Advertising Opportunities



Print Run: 250,000

Publishing Date: February 2025

Booking Deadline: 20th November 2024

## 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 2024 version of the guide to Issuu, we've had 19,690 impressions, 6,375 reads with an average read time of 3:21 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 10 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

**GREEN PARK BRASSERIE**  
Green Park Station, Bath, BA1 1JB  
+44 (0)1225 338565  
[@greenparkbraz](http://greenparkbrasserie.com)

One not to miss. Enjoy live music and fantastic food at one of Bath's most popular independent restaurants, Green Park Brasserie.

Open 7 days a week, this is a perfect place for everything from evening drinks, candle-lit dates, casual catch ups with friends and family or lazy lunches and lively brunches.

With a casual dining feel in the historic old railway Green Park Brasserie also has stunning terraces perfect for watching the world go by with happy hour cocktails in addition to their indoor restaurant space where you'll enjoy quality local produce (think Burgers, Steaks, Fish, Pastas, Salads and much more).

Since opening in 1992 the Braz hosts live music every Wednesday, Thursday, Friday and Saturday night and has been featured in National Geographic Travel, The Sunday Times and The Guardian. A father-son independently owned business, make sure Green Park Brasserie is on your list. Booking highly recommended.

**Best value:** £19.95 Steak Frites & Pint/Prosecco/Glass of Wine or the £14.95 Chuck Burger & Pint/Prosecco/Glass of Wine.  
**Top tip:** Once you've soaked up the evening music vibe be sure to return for the Sunday Roast especially the local Topside Beef (12-4pm).

Open: Open 7 days 12-late (11am Fri and Sat).



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

### Half-Page Display



**Ready to experience authentic England?**

Find out what makes our tours extraordinary...

[www.inandbeyondbath.com](http://www.inandbeyondbath.com)  
[hello@inandbeyondbath.com](mailto:hello@inandbeyondbath.com)  
[@inandbeyondbath](https://www.instagram.com/inandbeyondbath)



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)	£2,700.00	<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"/>	£3,100.00	<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"/>	£3,000.00	<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"/>	£2,650.00	<input type="checkbox"/>
1/2 page (display ad)	133 x 96mm (no bleed)	£950.00	<input type="checkbox"/>	£1,150.00	<input type="checkbox"/>	£1,550.00	<input type="checkbox"/>
1/2 page (template)	1-3 images + 150 words	£1,050.00	<input type="checkbox"/>	£1,250.00	<input type="checkbox"/>	£1,650.00	<input type="checkbox"/>
1/4 page (template)	1-2 images + 60 words	£650.00	<input type="checkbox"/>	£850.00	<input type="checkbox"/>	£1,250.00	<input type="checkbox"/>
1/8 page with image (template)	1 image + 22 words	£350.00	<input type="checkbox"/>	£550.00	<input type="checkbox"/>	£950.00	<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 20th November 2024 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 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 Wednesday 20th November 2024 – 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.