



**PROMOTING YOUR  
BUSINESS **IN 2021**  
TO CUSTOMERS IN OUR  
LOCAL COMMUNITY &  
VISITORS TO THE ROYAL  
BOROUGH**



# WE MEAN BUSINESS



The Royal Borough will welcome visitors from near and far in 2021, reinforcing its reputation as one of the UK's top destinations for day trips, staycations and international travellers.

To support our local businesses and economy, and to proactively engage with our local community and visitors, we'll be showcasing everything the Royal Borough has to offer to optimise the visitor experience and maximise the revenue potential for our community.

**The size & value of visits & tourism in the Royal Borough in a typical year...**

**8.3M**  
**TRIPS ANNUALLY**

**7.7M**  
**DAY TRIPS**

**600,000** **OVERNIGHT STAYS**

**>£560M**  
**GENERATED ANNUALLY**

**65%**  
**OF VISITORS ARE FROM THE UK**

**1.6M** **NIGHTS IN THE AREA AS A RESULT OF OVERNIGHT TRIPS**

# SHOWCASING WHAT WE OFFER...



**In 2021, Visit Windsor is partnering in the launch of *Woo*, a new seasonal e-magazine full of pride and passion for our Royal Borough, its people and businesses.**

This will replace the annual, printed *Visitor Guide* – giving our partners and advertisers a fresh opportunity every quarter to preview what's on, what's new and what's so special about visiting us. We plan to literally woo people to visit our great Borough. *Woo's* tone of voice will be vibrant, exciting, fun, informative and chatty as we deliver Spring, Summer, Autumn & Winter ideas and updates to Visit Windsor's significant and growing online audiences and social channels, and our prosperous local community.



*Note: Sample cover*

## We'll be looking at...

- |  |   |   |
|--|---|---|
| ■ What's hot in town - new hotels, restaurants, bars and shops | ■ The great outdoors - all the Royal Borough's stunning open spaces and everything they offer | ■ Start-ups   |
| ■ What to put on the agenda of 24-48 hour visits               | ■ Business profiles and success stories   | ■ Hidden gems   |
|  |   | ■ Charities   |
|  |   | ■ Fun ideas for family visits... <b>and much, much more</b> |

***Woo* will be a 'call to action' to visit the Royal Borough and a celebration of its history, local communities and businesses.**

# OUR LOOK & FEEL



Woo will be bright and colourful with memorable content to engage readers and to positively influence their travel, staycation, day trip and evening out buying decisions...





# DIGITAL DELIVERS



As well as supporting the Royal Borough's sustainability targets, as a digital e-magazine *Woo* offers significant advantages for partners and advertisers:

- Direct click-through opportunities using live links to generate bookings
- The potential to embed video content
- Quick and easy opportunities to update advertising content with each issue
- Easier collaboration with vloggers, bloggers and other influencers to increase our audience reach
- The opportunity to connect seamlessly with large, targeted online communities, including local social media groups, staycation groups, travel operators and tour groups

Most importantly of all, we'll be able to leverage Visit Windsor's impressive digital footprint, which includes:

- **1m** website visitors a year
- **Thousands** of locals in RBWM's residents' database
- **16,500** likes on Facebook and a monthly user reach of **160,000**
- **16,000** Visit Windsor email database subscribers
- **7,000** followers on Twitter and a monthly user reach of **90,000**
- **5,000** Instagram followers

**... and these audiences are constantly growing!**



# ADVERTISING RATES



Woo is giving advertisers more opportunities to engage with their target audiences throughout the year.

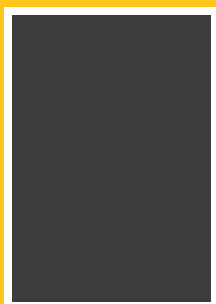
ADVERTISEMENT SPACE	COST PER INSERTION	VOLUME DISCOUNT Based on a single booking confirmation
Inside Front Cover	£1,500.00	10% for 2 issues, 15% for 3 issues, 20% for 4 issues
Back Cover	£1,500.00	10% for 2 issues, 15% for 3 issues, 20% for 4 issues
Full Page	£1,250.00	10% for 2 issues, 15% for 3 issues, 20% for 4 issues
Half Page	£750.00	10% for 2 issues, 15% for 3 issues, 20% for 4 issues
Quarter Page	£450.00	10% for 2 issues, 15% for 4 issues
Classified Advertisement	£195.00	15% for 4 issues

\*All prices ex. VAT

## ADVERTISING SPECIFICATIONS

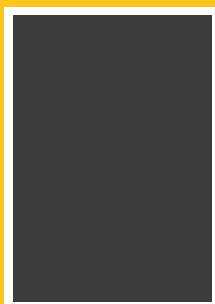
Ad area

All measurements are Width x Height



**Inside Front Cover:**

194x279mm  
Type area:  
184x269mm



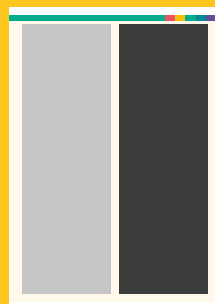
**Back Cover:**

194x279mm  
Type area:  
184x269mm



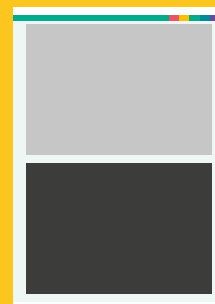
**Full Page:**

194x279mm  
Type area:  
184x269mm



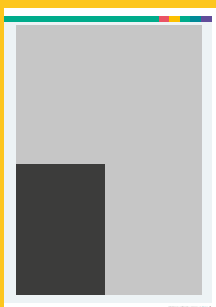
**Half Page Portrait:**

86.5x263mm  
Type area:  
76.5x253mm



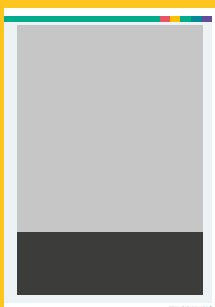
**Half Page Landscape:**

181x127.5mm  
Type area:  
171x117.5mm



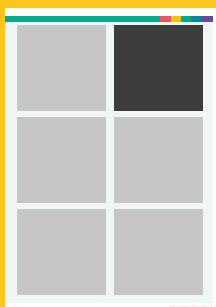
**Quarter Page  
Portrait:**

86.5x127.5mm  
Type area:  
76.5x117.5mm



**Quarter Page  
Landscape:**

181x61mm  
Type area:  
171x51mm



**Classified  
Advertisement:**

86.5x83mm

**PDF is our preferred format. It is important that files are supplied to the correct technical specification.**

Please ensure that fonts are embedded into files.

Colours: RGB  
Images: 300dpi

Please also ensure that layered files are flattened before the pdf files are created to avoid transparency problems when processing the files.

Other acceptable file formats are:  
TIF and JPG files saved as RGB  
with a minimum of 300dpi.

Woo can offer a paid-for design service for any advertisers needing our help.

# BOOKING CONFIRMATION



## Company Information:

Company Name:			
Contact Name:			
Job Title:			
Address:			
Postcode:		Telephone:	
Email:			

## I wish to book the following:

Position	Spring ✓	Summer ✓	Autumn ✓	Winter ✓
Inside Front Cover				
Back Cover				
Full Page				
Half Page      Portrait      Landscape				
Quarter Page      Portrait      Landscape				
Classified Advertisement				

Total to pay on receipt of invoice (with discount applied for more than one issue): £

Purchase Order No:

By signing this order form you are confirming that you are entering into a legally binding contract with the publishers of *Woo* and Visit Windsor and you have read and agree to be bound by the specific terms contained in the Advertising General Terms and Conditions issued along with this agreement.

Authorised Signature:

Print Name:

Date:



## CONTACT

*woom*

CELEBRATING OUR ROYAL BOROUGH

e: [Advertising@woomagazine.co.uk](mailto:Advertising@woomagazine.co.uk)

t: 01753 900061

m: 07927 289026

[www.windsor.gov.uk](http://www.windsor.gov.uk)