



**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 Summer and 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
- What to put on the agenda of 24-48 hour visits
- The great outdoors - all the Royal Borough's stunning open spaces and everything they offer
- Business profiles and success stories
- Start-ups
- Hidden gems
- Charities
- Fun ideas for family visits... **and much, much more**

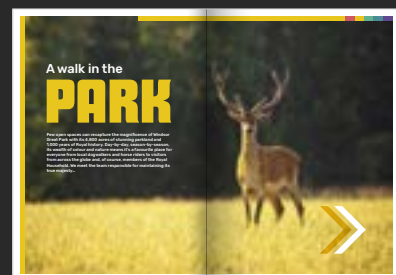
***Woo* will be a 'call to action' to visit the Royal Borough and a celebration of its history, local communities and businesses.**

OUR LOOK & FEEL

woo



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	£ x1 issue	£x2 issue	£Saving on 2021 rate card	Editorial Bonus*
Page	£750	£1,200	40% x1 issue/46% x2 issues	x1 page per issue
Half Page	£400	£750	46% x1 issue/44% x2 issues	x Half a page per issue
Quarter Page	£250	£350	44% x1 issue/56% x 2 issues	x Quarter page per issue

* Advertiser to provide text and images in accordance with publication specifications

*All prices ex. VAT

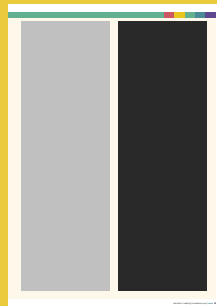
ADVERTISING SPECIFICATIONS

■ Ad area

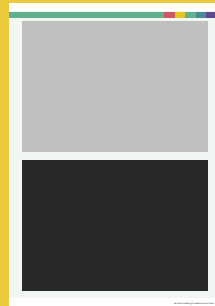
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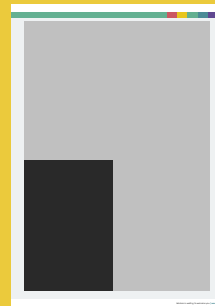
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Type area:
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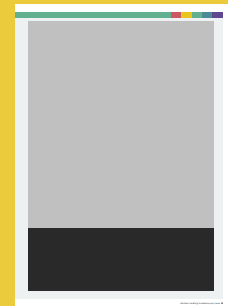
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Type area:
76.5x253mm



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

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		Summer ✓	Winter ✓
Full Page			
Half Page	Portrait Landscape		
Quarter Page	Portrait Landscape		

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:	
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CONTACT

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CELEBRATING OUR ROYAL BOROUGH

e: Advertising@woomagazine.co.uk

t: 01753 900061

m: 07927 289026

www.windsor.gov.uk