



Enjoy
THE MIDLANDS

MEDIA PACK 2019

Enjoy THE MIDLANDS

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ith unrivalled coverage across central England, Enjoy the Midlands is the leading tourism magazine for the region.

As a vibrant year-round destination with some of the best tourist attractions in the UK, The Midlands has over 1 million visitors a year to the counties of Staffordshire, Shropshire, Worcestershire, Warwickshire, Northamptonshire, Derbyshire, Nottinghamshire and Leicestershire. We provide readers with the best insight into what's happening in the Midlands region including major tourist attractions, visitors centres, hotels and much more.

Enjoy the Midlands will be distributed to over 1100 tourist information centres in England, Scotland and Wales as well as covering 10,000 miles of motorway network by distributing through Moto, Welcome Break and Roadchef service stations.



PRINT

Display Advertising	Cost
Double Page	£1495
Full Page	£795
Half Page Landscape	£495
Half Page Portrait	£495
Quarter Page Portrait	£325

Publication dates	
Issue	Publication
2019	01.07.19

File formats

All camera ready adverts must be supplied as either:

- A press ready PDF file with all spot colours converted to CMYK and all fonts embedded.
- TIFF file at 300dpi at full size with all spot colours converted to CMYK and all fonts embedded.
- EPS file at 300dpi at full size with all spot colours converted to CMYK and all fonts embedded.

Target Audience / Readership

Visitors to the region

Age Range

18-70

Circulation

- Over 1100 Tourist information centres located in every county of England, Scotland and Wales
- 55 Motorway services to include Moto, Welcome Break, Roadchef throughout England, Scotland and Wales

Frequency

- Yearly
- Pagination: 26 pages editorial and 54 pages advertising

Full Page
277mm x 190mm

Half Page Landscape
135mm x 190mm

Half Page Portrait
277mm x 93mm

Quarter Page
135mm x 93mm

Double Page Spread
277mm x 400mm

