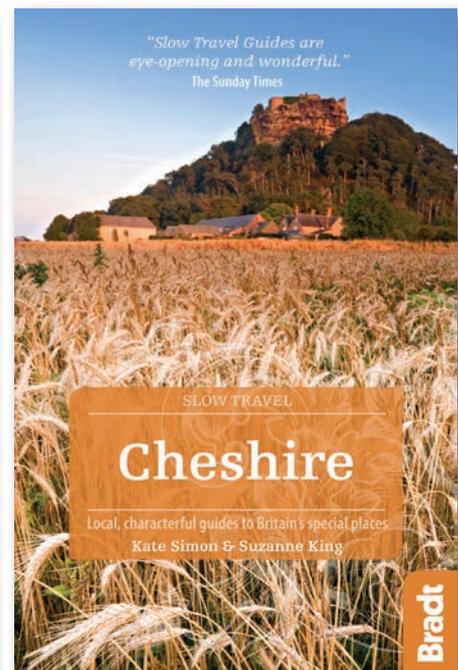
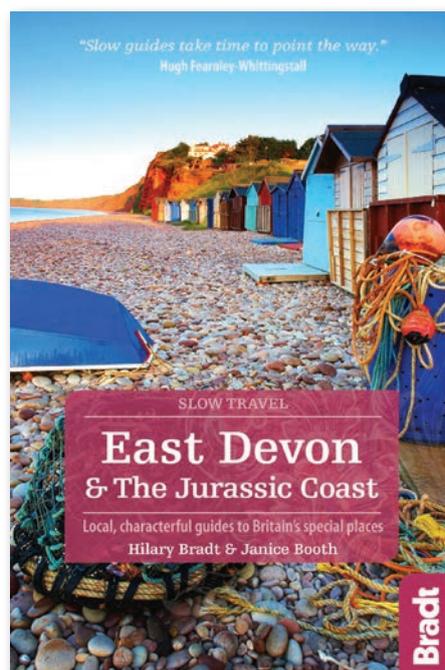
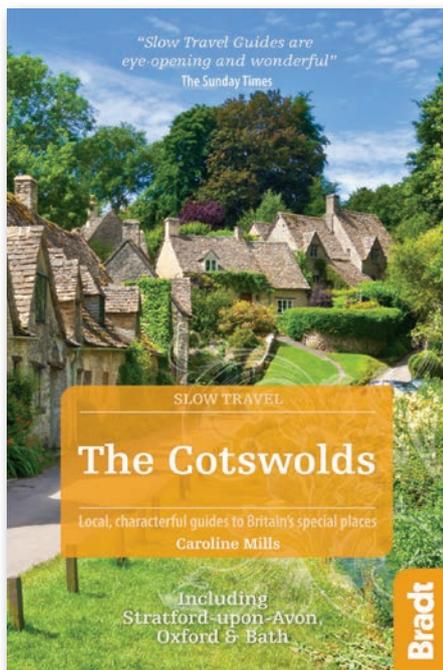
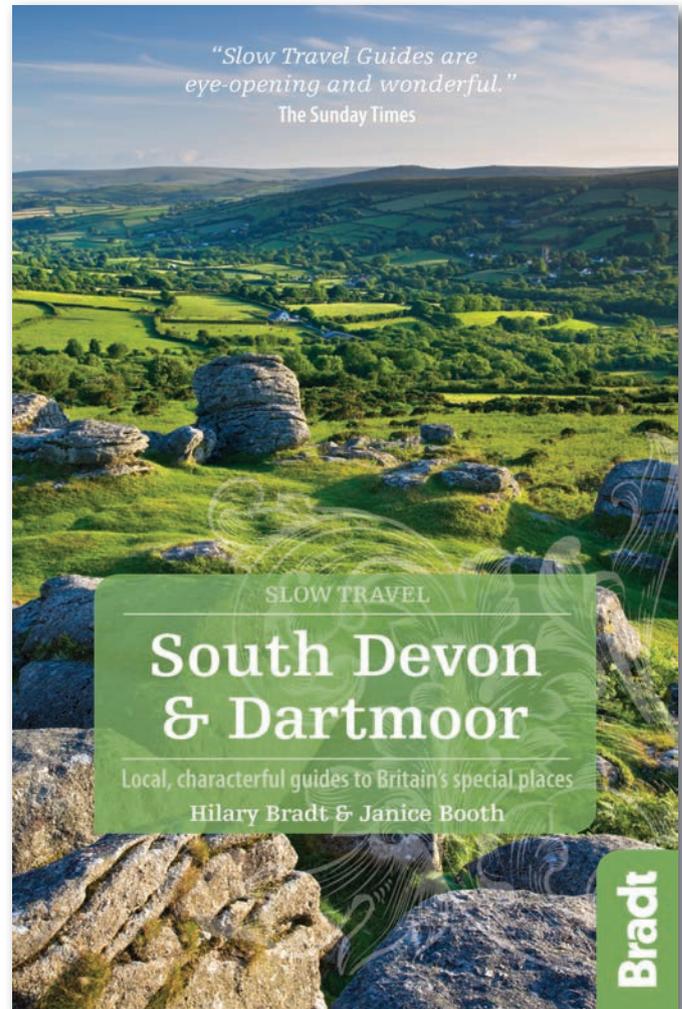
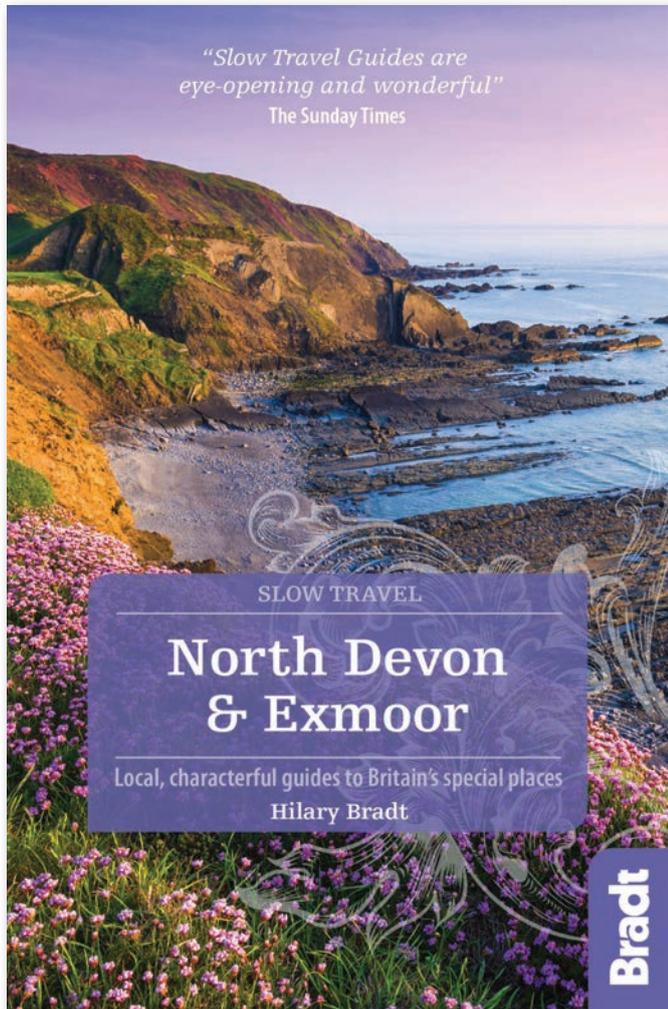


# Bradt Slow Travel Guides

Be part of the UK's best-loved regional guidebook series



[www.bradtguides.com](http://www.bradtguides.com)

# Bradt Advertising your business

An advertisement in a Bradt *Slow Travel* Guide introduces your company to a targeted market. If you wish to enhance your presence in this guide there is an opportunity to take paid advertising, either in-print or online.

Accommodation will be listed in a directory of places to stay in the book, and be reviewed on the Bradt Travel Guides website.

Print adverts are offered in full colour (half or full-page sizes) with a choice of templates as shown below. Early-bird prices below will be held until 31 August 2018 - see page 3 for details.

£190 plus £25 for typesetting

## YOUR COMPANY NAME

*A punchy description of your business goes here. Max 85 characters spaces included.*



More details about your business will be inserted in this space. We can help with this, and will arrange for in-house editing.

YOUR LOGO

Address Line 1  
Address Line 2 [www.yourwebsite.co.uk](http://www.yourwebsite.co.uk)  
Address Line 3  [www.yourwebsite.co.uk](http://www.yourwebsite.co.uk)  
Tel: XXX  
Email: XXX



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Email: XXX

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# Bradt Advertising your business

## *How it works*

If you are interested in advertising please let the author know. Once confirmation is received the author will require the following from you:

**Advert Text** – To be written by you (see templates on the previous page for word counts). We can help with this if you wish, and all text will be edited in-house before being passed to the designer.

**Advert Images** – Images to be supplied by you in the right format (portrait or landscape) to fit whichever page layout you have selected. Images must be high resolution pdf or jpeg files (minimum 300 dpi) to ensure the best print quality.

Once the text and images have been agreed, your advert will be laid out by our designer. An electronic copy of the advert will be supplied for approval.

## *Advertising Rates - early-bird prices available until 31st August 2018!*

Full page: £190 plus £25 typesetting cost (£225 plus typesetting after 31st August 2018)

Half page: £100 plus £15 typesetting cost (£120 plus typesetting after 31st August 2018)

A small number of half page 2-colour adverts are available for £85 plus £15 typesetting cost.

Rates include liaison over copy and layout by a professional designer. VAT will be added at the standard rate of 20%. An invoice will be issued once your advert is approved and payment will be due within 2 weeks of invoice date.

## *Promote your company on BradtGuides.com*

BradtGuides.com is a leading website for travellers, giving information, advice and inspiration to people planning their holidays. Bradt's monthly newsletter hits an engaged, opt-in database of over 11,000 and the website reaches a targeted, high-quality market with over 120,000 page views and 50,000 unique visitors monthly.

To celebrate the publication of Bradt's *North Devon & Exmoor*, we'll be running a dedicated digital marketing campaign through our social media channels and website. Currently we have 6,000 Facebook fans and 27,600 Twitter followers, regularly achieving 1 million impressions monthly.

There are a range of advert positions available, from homepage to pages about particular counties, advertising in our monthly e-newsletter, or opportunities to participate in the dedicated digital marketing campaign. For a full list of options and prices, please contact Deborah at [advertising@bradtguides.com](mailto:advertising@bradtguides.com) or 01753 893444.

Advertisers will be entitled to a 50% discount on the retail price of copies of *North Devon & Exmoor* purchased during the year of publication.

# Bradt About Bradt's SlowTravel Series

Bradt 'Slow Travel' guides to British regions are unique: personal and engaging in a way that you won't find in other mainstream series, they are written only by local authors who know their regions intimately. We like to encourage visitors to ditch their 'must-see ticklists', ease their pace and take time to enjoy some of Britain's most distinctive and special corners.

Launched in 2010, the *Slow Travel* series is now the largest regional guidebook series in the UK. By spring 2019 there will be 18 titles in print, many of which are unique to this series. The books have received many plaudits – indeed the first edition of *North Devon & Exmoor* was voted 'Best Guidebook of the Year' by the British Guild of Travel Writers.

This updated second edition of *North Devon & Exmoor* will be supported with a competition and dedicated marketing campaign, and will be promoted locally through press, bookshops and other outlets and nationally through our website and social media channels. See page 2 for more information on how to participate.

Independent on Sunday

*"Each book glories in its location and is packed with ideas about how to make the most of a trip"*

Wanderlust Magazine

*"Full of history, interesting diversions and practical advice"*

Hugh Fearnley-Whittingstall

*"Slow guides take time to point the way"*

Nicholas Crane – President of the Royal Geographical Society

*"A real pleasure to see England written about as if it's an exotic secret"*

India Knight – Sunday Times

*"Eye-opening and wonderful"*

[www.bradtguides.com](http://www.bradtguides.com)

# Bradt About Bradt Travel Guides

**Bradt Travel Guides** is an award-winning travel publisher based in the UK. It has published guides for the adventurous and discerning traveller for over 40 years and now boasts a list of 200+ titles.

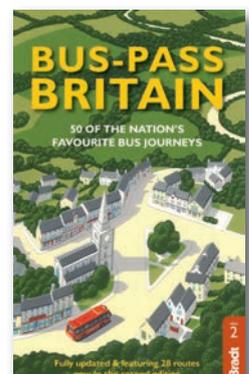
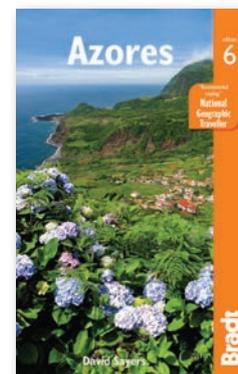
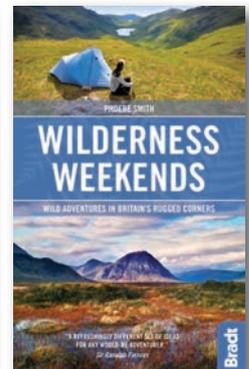
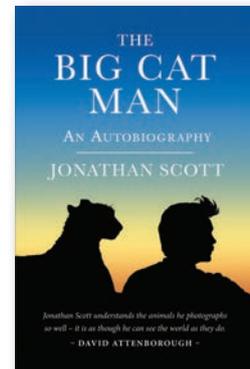
- Founded in 1974 by Hilary Bradt
- One of the Top 5 UK guidebook publishers and Top 10 World guidebook publishers
- Sold through: high street bookshops, online (Amazon and other internet bookshops), visitor attractions and tourist information centres, and via the Bradt website
- Shortlisted for Independent Publisher of the Year at the British Book Awards 2017
- Co-published in the USA by Globe Pequot Press
- Distributed in over 70 countries

*‘As a curious traveller I have always found Bradt Guides an ideal companion. They start where other guides stop. They’re authoritative, well-informed and, above all, thoroughly tempting – the ideal guides for those who seek the road less travelled.’*

Michael Palin



Founder Hilary Bradt with TV presenters Kate Humble and Ben Fogle.



[www.bradtguides.com](http://www.bradtguides.com)

# Bradt Contact Us

If you would like more information about this new edition of *North Devon & Exmoor*, or the two other titles in the series, *South Devon & Dartmoor* and *East Devon & the Jurassic Coast*, please contact the author:

**Hilary Bradt** [hilary.bradt@bradtguides.com](mailto:hilary.bradt@bradtguides.com)



For more information about Bradt Travel Guides and advertising in the *Slow Travel* series, or if you would like to speak to someone at the Bradt office please email Deborah Gerrard, Senior Sales Executive, on [deborah.gerrard@bradtguides.com](mailto:deborah.gerrard@bradtguides.com) tel: 01753 893444

[www.bradtguides.com](http://www.bradtguides.com)