

Marketing opportunities for your Food & Drink business



#EatExmoor

Seeking to highlight the bountiful nature of this stunning area, Visit Exmoor are delighted to offer you this unique opportunity to promote your Food & Drink business.

#EatExmoor is a new marketing campaign putting the spotlight on Greater Exmoor's delicious local produce; where it comes from and how, where and when to enjoy it. Designed to attract more visitors to come to the area and also to encourage a greater interest and involvement whilst here, we can't wait to get started.

Working in partnership with Exmoor National Park Authority and West Somerset Council, Visit Exmoor is producing **a brand new #EatExmoor Guide** and a dedicated new section on the official **tourism website**, www.Visit-exmoor.co.uk. The **#EatExmoor** project will be heavily promoted via PR and Social Media and will support food-related events, experiences and outlets throughout 2018 and beyond.

#EatExmoor Guide

The #EatExmoor Food Guide will be a full colour, professionally designed and written, A5 magazine and the website will be an inspiring section full of interesting content, suggestions, video, great photography and signposts to local businesses. Look out for:

- Great recommendations of where to enjoy the very best local food and drink
- Foodie events, Farmers markets, Food festivals
- Foodie Experiences such as farm tours and cookery schools,
- Local Food stories, Seasonal picks, Chef's recipes... and much more.

We will be printing 15,000 guides initially, to be ready in early 2018. The magazine will be free and distributed throughout Greater Exmoor.

**See overleaf for guide and web advertising
& special membership prices**

Local
Producers

Retailers

Food
Events

Restaurants
cafés & inns

Food
Experiences



#EatExmoor

Advertising Rates



A5 Full Colour Guide 15k copies N.B. No VAT payable	Visit Exmoor Members	Non-Members
Listing (name/website/phone number) <small>Available for those offering food / drink opportunities to non staying guests</small>	FREE*	£25
1/4 page advert	£50	£100
1/2 page advert	£100	£150
Full page advert	£200	£250
Inside Front Cover (1 only)	£250	£300
Inside Back Cover (1 only)	£230	£280

*Existing Visit Exmoor members will be added to the #EatExmoor section of the website and the listings section of the guide free of charge, on request.

Visit Exmoor membership - Special Offer

If you would like to become a member of Visit Exmoor and then take advantage of our discounted Members Rates:

SPECIAL OFFER for food & drink businesses to join us (the area's only official tourism organisation) for just £60 (usual price £100) This includes a website presence on #EatExmoor and all the other advantages that Visit Exmoor membership brings.

Check here for full details:

<http://www.visit-exmoor.co.uk/trade/website-rate-card>

- Please note Advertising rates are to appear in 15,000 copies of the Guide. Subsequent reprints and updated guide will incur additional costs.
- Artwork for the Guide needs to be provided in a digital format (hi-res PDF or JPEG only, **not** Word). If you require assistance with artwork there will be a nominal £15 charge. Please ask for details.



What to do next

Interested in this unique opportunity?

Please contact Jennette Baxter (marketing@visit-exmoor.co.uk) with your requirements. An invoice will then be sent out to you.

Don't delay, interest is expected to be high and advertising space is limited. We look forward to hearing from you.