

MEDIA DETAILS

North Wales  
*Attractions*  
2021



**KSG**  
PUBLISHING

# About



North Wales Attractions is an annual magazine designed purely for those visitors staying here in beautiful North Wales. Published by KSG Publishing – the founders of the popular lifestyle publication North Wales Magazine – North Wales Attractions will be the go-to title for visitors in North Wales looking for inspiration on how to spend their time while exploring our great region.

Aimed at every tourist and visitor, no matter where they are on their journey, North Wales Attractions magazine will have interesting editorial content from all of the top attractions, and will also provide great information for days out, where to eat and drink, where to shop and where to take the kids across North Wales.

With specific targeted distribution, through the bedrooms of hotels, B&B's, holiday parks, holiday cottages and the likes across the region, we can guarantee that each and every one of the 10,000 copies printed will be read many times over by visitors looking at how best to fill their time.

*If you'd like to see how advertising in North Wales Attractions magazine can help you promote your business or attraction in 2020 then please drop us a line at [sales@ksgpublishing.co.uk](mailto:sales@ksgpublishing.co.uk)*



# Rate card

North Wales Attractions magazine is an annual publication, therefore this rate card covers a full 12-month period. So, you could advertise your business directly to your target audience for the whole of 2020 for as little as £8.34 + vat per month!



## Rates

1/4 PAGE  
➔ £100

1/2 PAGE  
➔ £180

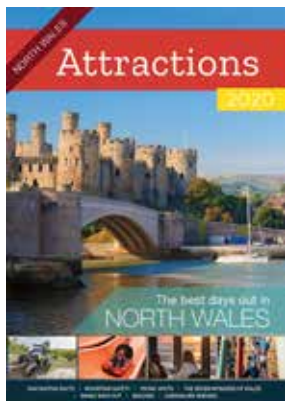
FULL PAGE  
➔ £300

DPS  
➔ £500

\* ALL PRICES QUOTED ARE PER ADVERT  
\* VAT IS CHARGED ADDITIONALLY AT THE PREVAILING RATE

## Important date

**THE DEADLINE FOR INCLUSION IN THE 2021 ISSUE IS FRIDAY 4TH DECEMBER 2020**



We are a pretty speedy bunch here at North Wales Attractions magazine so, even if you don't have any artwork in place, then fear not as we will be able to turn something around for you - no matter how close to deadline we are!



# Artwork

## QUARTER PAGE

A6 PAPER SIZE:  
105MM (WIDTH)  
X 148MM (HEIGHT)

## HALF PAGE

HORIZONTAL ADVERT:  
A5 PAPER SIZE – 210MM (WIDTH)  
X 148MM (HEIGHT)

VERTICAL ADVERT:  
105MM (WIDTH) X 297MM (HEIGHT)

## FULL PAGE

A4 PAPER SIZE:  
210MM (WIDTH) X 297MM (HEIGHT)  
PLUS ADD 3MM TO ALL SIDES FOR BLEED

## DOUBLE PAGE SPREAD

A3 PAPER SIZE:  
297 MM X 420 MM  
PLUS ADD 3MM TO ALL SIDES FOR BLEED



Our preferred format is Adobe Acrobat PDF. These must be hi-res (press-optimised) with the fonts embedded. All full-page adverts should have a 3mm symmetrical bleed (see the advertising sizes on the left for more information)

If you don't have your own artwork, or would like your existing advertising campaign to have a bit of a freshen up, then please feel free to use our bespoke design service. Our in-house design studio works with the latest technology in order to provide the highest quality adverts currently available.

# CONTACT DETAILS

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