VISITWILTSHIRE

2027 PARTNERSHIP OPPORTUNITIES MEDIA PACK

WILTSHIRE TOWNS CAMPAIGN & DIGITAL PUBLICATIONS

INSPIRE. ENGAGE. DRIVE VISITORS. 2027

BOOK BY 18 DEC TO RECEIVE EARLY BIRD RATE

As the accredited Wiltshire LVEP we are aligning our campaigns and activity with VisitBritain/VisitEngland activity and content calendars to maximise exposure and impact.

Bringing together the new Wiltshire Towns: Discover More Campaign and VisitWiltshire's suite of 2027 digital publications, this integrated programme is designed to inspire visitors at every stage of their journey, from dreaming and planning through to booking and visiting. The campaign and publications will work together to showcase the very best of Wiltshire whilst delivering measurable exposure for participating partners.

Why Get Involved?

- Reach over 1 million prospect visitors
- Increased visibility across VisitWiltshire’s digital channels
- Reach highly engaged visitors actively planning their trip.
- Benefit from year-round destination marketing activity.
- Showcase products, experiences and events to targeted audiences.
- Feature within inspirational content and themed visitor trails.
- Drive traffic directly to your website or booking channels.
- Benefit from VisitWiltshire's extensive digital marketing reach.
- Become part of a coordinated campaign promoting Wiltshire as a destination for longer stays and repeat visits.

Wiltshire Towns: Discover More

Our 2027 towns campaign will encourage visitors to discover Wiltshire's market towns through new interactive digital activity including a digital Wiltshire towns map and paid for digital promotion.

Visitors will be inspired to explore through themed trails, curated itineraries and seasonal content that highlights the unique character of Wiltshire's towns and businesses.

Opportunities for year-round promotion

CAMPAIGN LEAD SPONSOR	Early Bird Rates before 18 December	Rates from 19 December
Inclusion in all activity: • Sponsor of the Digital Wiltshire Towns map inc full page advert & editorial • Inclusion on the printed postcards • Banner advertising • 2 x newsletter features • Inclusion in website content - hero image, blog features, itinerary features and event highlights • Competitions • Press and PR activity • Inclusion in digital advertising • Social media campaign including Facebook, Instagram and X • Promotion and distribution via VisitEngland and VisitBritain • Travel Trade distribution	£2,000	£2,200

LEVEL 2	Early Bird Rates before 18 December	Rates from 19 December
Full page advert in map and included in digital activity: • Banner advertising • 1 x newsletter feature • Inclusion in website content - blog features, itinerary features and event highlights • Competitions • Digital advertising • Social media campaign including Facebook, Instagram and X	£800	£880

LEVEL 3	Early Bird Rates before 18 December	Rates from 19 December
Half page in map and featured in digital content • Banner advertising • Inclusion in website editorial content • Competitions • Social media campaign including Facebook, Instagram and X	£400	£440

Bespoke Packages also available

VisitWiltshire will be matching the investment made by participating businesses. The campaign is supported by Wiltshire Council.

2027 Digital Publications

Our digital publications will provide visitors with inspiration and practical information at every stage of their journey. Reach more people and increase brand awareness by taking out an advert in our digital publications - It's time for Wiltshire Visitor Guide and It's time for WiltshireVisitor Map. Both are published in a digital format and with distribution of over 200,000 via digital magazine platforms including Yumpu, online, via web, socialand digital lead generation.

Mobile optimised features are also distributed to our 115k e-newsletter database and 75,000 social media following, generating over 1.5million annual reach across our channels, making it a great tool to help businesses extend brand awareness!

Early Bird rate book by December 18 to receive 2026 rates. Published date pre-Easter 2027.



Wiltshire's flagship visitor publication, featuring inspirational content, itineraries, accommodation, attractions and seasonal experiences.

A practical planning resource helping visitors navigate Wiltshire and connect with attractions, towns and visitor experiences.

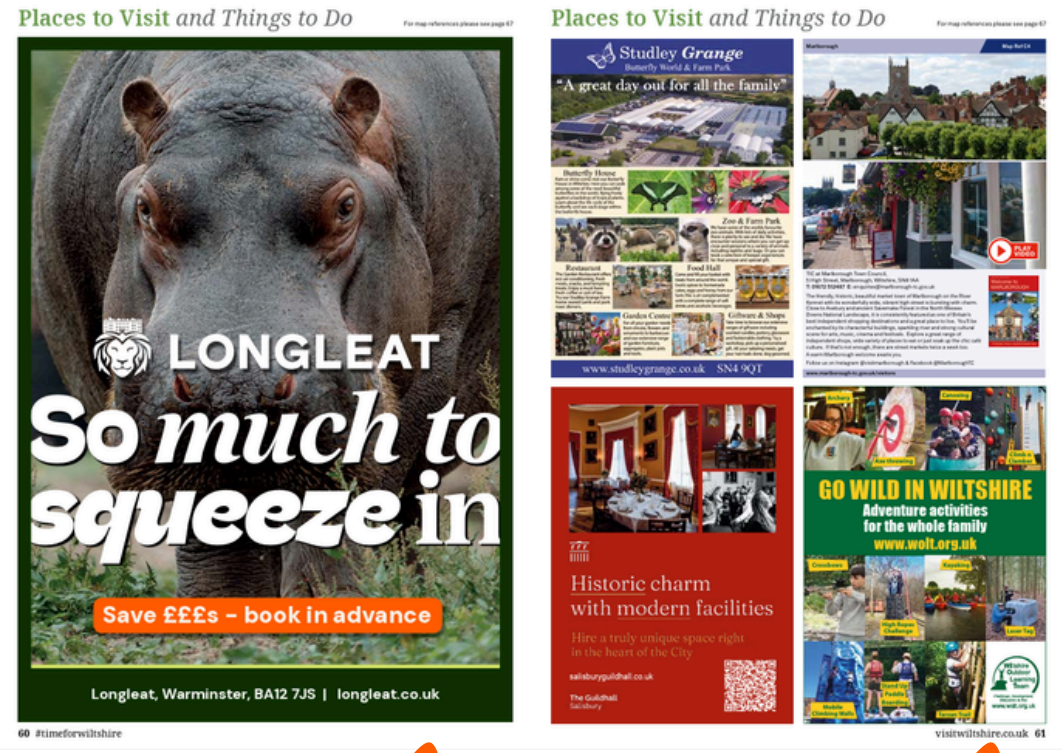
Combine Campaign & Publication Activity

Businesses participating across both programmes will benefit from greater visibility throughout the visitor journey. Rather than appearing in a single publication or campaign, partners can engage visitors across multiple touchpoints, from initial inspiration and trip planning through to destination discovery and on-arrival experiences. This joined-up approach delivers:

More visibility. More engagement. More opportunities to attract visitors.

VISITOR GUIDE

Standard



Full Page

Quarter Page

Half Page

Opportunity	Early Bird Rates before 18 December	Rates from 19 December	Non Partner Rates
Back Cover	£1,885	£2,075	£6,000
Double Page Spread	£1,885	£2,075	£2,870
Full Page	£780	£860	£980
Half Page	£345	£380	£440
Quarter Page	£170	£185	£225
Standard Entry	£110	£120	£150

Early Bird Booking Offer

Book and confirm your participation by 18 December 2026 to secure 2026 rates.
To book please contact fionaerrington@visitwiltshire.co.uk
All prices are exclusive of VAT @ 20%. All advertising is subject to availability.
Terms and conditions apply.

VISITOR MAP



Full Page

Quarter Page



Standard



Half Page

Opportunity	Early Bird Rates before 18 December	Rates from 19 December	Non Partner Rates
Double Page Spread	£1,885	£2,075	£2,870
Back Cover	£780	£860	£1,200
Full Page	£715	£785	£980
Half Page	£345	£380	£440
Quarter Page	£170	£185	£225
Standard Entry	£90	£100	£120

Early Bird Booking Offer

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To book please contact fionaerrington@visitwiltshire.co.uk
All prices are exclusive of VAT @ 20%. All advertising is subject to availability.
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VISITWILTSHIRE TERMS AND CONDITIONS

1. GENERAL

1.1 The advertiser warrants that the information contained in display advertisements is true and accurate and if published will not constitute an offence under the Trades Description Act 1968 and 1972 (or any other statute) nor shall they infringe the British Code of Advertising Practice.

1.2 VisitWiltshire reserves the right to refuse, without explanation, the whole or any part of a display advertisement or to limit the size or amend any display advertisement at its discretion should VisitWiltshire deem it necessary.

1.3 The position of each display advertisement will be at the discretion of VisitWiltshire.

1.4 VisitWiltshire can accept no liability for any error or omission from the display advertisement when published nor shall VisitWiltshire be liable for any loss, expense or damage suffered by the advertiser howsoever caused, including but not limited to consequential loss. In any event, VisitWiltshire's liability is limited to the refund of the charge paid by the advertiser for the display advertisement or that part of the display advertisement.

1.5 The advertiser shall indemnify VisitWiltshire in respect of any claim made against VisitWiltshire arising from the publication of the display advertisement.

1.6 Dependent upon the level of interest in the publications, VisitWiltshire reserves the right to adjust the offered packages where appropriate.

1.7 All marketing opportunities are subject to availability.

2. COPYRIGHT

Display advertisements are accepted on the basis that the advertiser is the owner of the copyright material supplied for that display advertisement and consents to its use for the purpose of the publication. Should the copyright owner be a different party to that of the advertiser, the advertisement or standard entry is accepted on the condition that the advertiser has obtained from the copyright owner a licence for the use of the material for the purpose of this publication.

3. ADVERTISING IN PUBLICATIONS

Advertising space within our guides is limited and is subject to availability, so please book early to avoid disappointment. Prices quoted for display advertising do not include artwork – the specification(s) will be sent to you once your booking has been confirmed. If you are not able to arrange artwork yourself, please contact us for a quote.

4. PHOTOGRAPHIC IMAGES

Any images and/or artwork supplied electronically or on disc or cd should be of high resolution. VisitWiltshire cannot be held responsible for the final quality and standard of images and artwork supplied at less than 300dpi. Any photographic image supplied to VisitWiltshire without clear instructions for masking and/or cropping will be handled at the discretion of VisitWiltshire. Any pictures supplied featuring children must have the necessary written consent of their parents or guardians.

5. PROOFS

Display advertisements to be included in advertising campaigns should be supplied by the advertiser. Once submitted, any author's corrections requested by the advertiser/entrant will be charged at standard rates. If approval or amendments are not received by the deadline indicated in the proof, VisitWiltshire cannot guarantee any late amendments can be made and will proceed to print. No responsibility is accepted for any error or faulty reproduction not corrected on proofs supplied to the advertisers or agents.

6. CANCELLATIONS

VisitWiltshire reserves the right to charge a cancellation fee of up to 50% of the value of the order. Refunds will not be given in the case of cancellations after the closing date. Cancellations can only be accepted in writing.

7. PAYMENTS

Cheques should be made payable to "VisitWiltshire Ltd" who will issue a VAT receipt. Payment may also be made by BACS or by credit or debit card (call 01722 323036).

On receipt of your order we will confirm details, copy deadline and artwork specifications.

All prices are exclusive of VAT @ 20%.
Prices quoted do not include membership of VisitWiltshire.