

# North Yorkshire Visitor Guide 2025

Be part of Visit North Yorkshire's official guide and reach thousands of potential visitors.



The 2025 annual guide will showcase our glorious county to thousands of potential visitors!

80,000 copies of the guide will be printed and distributed in key tourist information points, in target geographical areas and used as marketing collateral at shows such as the Great Yorkshire Show.

The guide is A4, with gloss cover and over 100 pages. Illustrated with stunning photography, the guide will include information on things to do and places to go in North Yorkshire. It will feature key information on the area's attractions, helping to both inspire future trips and allow visitors to make the most of their visit whilst they are here.

- Eye-catching design
- 80,000 copies
- Available via a wide network of pick-up points including accommodation providers, venues and Tourist Information Centres
- Distribution from January 2025
- Booking deadline – Monday, November 18th 2024
- Artwork deadline – Monday, November 25th 2024

We have appointed Offstone Publishing once again to manage all advertising, invoicing, and artwork design requirements. They are a leading publishing house, who have a wealth of experience in producing high-quality magazines and guides.

**New for 2025**, we are introducing the addition of two pocket guides. The smaller publications will act as a comprehensive guide to assist potential visitors to plan their activities and events during their stay. One of the guides will cover the Yorkshire Coast and North York Moors, replacing the existing Discover Yorkshire Coast Attractions and Events guide and the second will cover the Heart of Yorkshire, including locations such as Richmondshire, Harrogate, Ripon and Selby and the Yorkshire Dales.



Part of



produced by **offstone™** publishing

To discuss your advertising requirements contact our sales team on Tel: 01661 845025 or email: [sales@offstonepublishing.co.uk](mailto:sales@offstonepublishing.co.uk)

# North Yorkshire Visitor Guide 2025

## MEDIA INFO

### MEDIA TECHNICAL INFORMATION

This publication, trimmed and folded is A4 (297x210mm) portrait size. Printed on 70gsm gloss inner with 150gsm gloss cover- full CMYK.

If supplying advertisements please ensure that they are created to the correct size with NO CROP OR REGISTRATION MARKS. All artwork needs to be produced to 300dpi minimum CMYK (4 colour process). Bitmap images (1 col scans) needs to be at 2400dpi.

Please supply all adverts as high-resolution PDF files. No other formats will be accepted.

Artwork deadline: Monday, November 25th 2024

### IN HOUSE SETTING

We offer a free in house setting service. If you wish to have your advert produced by us we can set and send you a proof for your approval at no extra charge. Text can be supplied as MS Word and Text Only files. Images can be sent via email and need to be high resolution and be a minimum of 300dpi at 100% of the reproduction size. Alternatively, images can be supplied as hard copies so we can scan internally.

**offstone**  
PUBLISHING

Bearl Farm, Stocksfield, Northumberland, NE43 7AL

Telephone: 01661 844115

Email: [sales@offstonepublishing.co.uk](mailto:sales@offstonepublishing.co.uk)

## ADVERTISING RATES

Double Page Spread	£2,800
Full Page	£1,500
Full page (inside cover)	£1,800
Back page	£2,100
Half page	£900
Quarter page	£500
Eighth page	£300

VAT is applicable to all advertising rates.  
Registered charities are exempt from VAT.

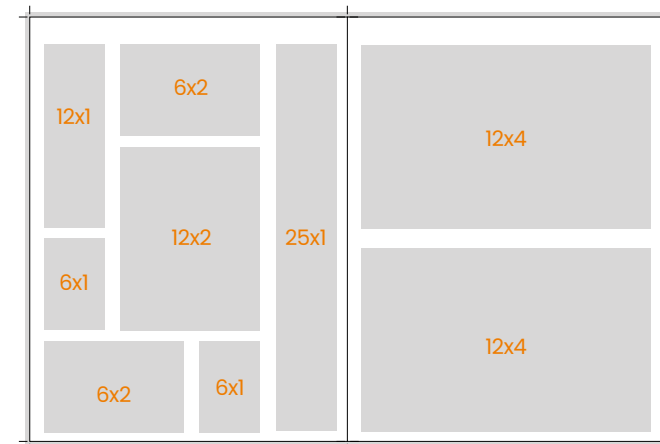
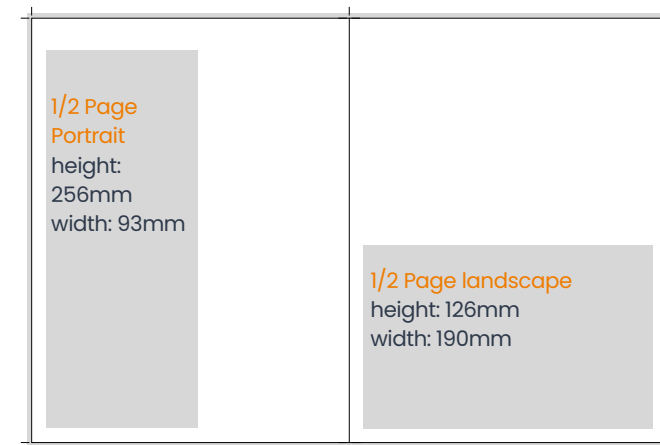
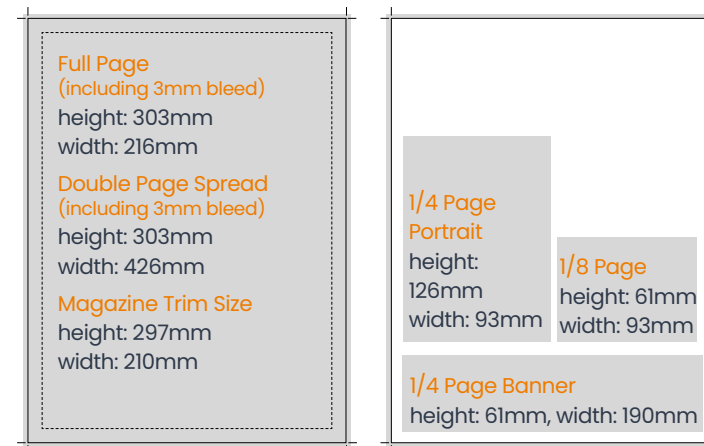
Bleed is available on full page and double page positions

## ACCOMMODATION GUIDE

This will be classified in an A-Z format by location. 4 column classified

Single column width	45mm
Double column width	93mm
Four column width	190mm
Minimum size	6x1 (60 x 45mm)
Maximum height	250 mm
Single Column Centimetre (SCC)	£20
E.g. 6x2 = 12 SCC = £240.00	

\*subject to change





SOLWAY COAST NATIONAL LANDSCAPE

CARLISLE

# North Yorkshire Visitor Guide 2025

WILSON PENINNES NATIONAL LANDSCAPE

PENRITH

DURHAM

KESWICK

BISHOP AUCKLAND

HARTLEPOOL

- 1 YORKSHIRE COAST
- 2 NORTH YORK MOORS
- 3 HEART OF YORKSHIRE
- 4 YORKSHIRE DALES

KENDAL

KENDAL

SEDBERGH

KIRKBY LONSDALE

INGLETON

SETTLE

MALHAM

CONISTONE

SKIPTON

PRESTON

BLACKBURN

HUDDESFIELD

LEEDS

PONTEFRAC

WETHERBY

TADCASTER

SHERBURN IN ELMET

SELBY

YORK

BOROUGHBRIDGE

KNARESBOROUGH

HARROGATE

RIPON

PATELEY BRIDGE

MASHAM

LEEMING BAR

BEDALE

NORTHALLERTON

THIRSK

EASINGWOLD

HOVINGHAM

CASTLE HOWARD

MALTON

SHERBURN

FRIDAYTHORPE

PICKERING

HELMSLEY

ROSEDALE ABBEY

CROPTON

GOATHLAND

LEALHOLM

STAITHES

WHITBY

RAVENSCAR

BURNISTON

SCARBOROUGH

FILEY

BRIDLINGTON

FLAMBOROUGH OUTER HEADLANDS NATURE RESERVE

BRIDLINGTON

HULL

YORKSHIRE COAST

NORTH YORK MOORS

HEART OF YORKSHIRE

YORKSHIRE DALES

WILSON PENINNES NATIONAL LANDSCAPE

LAKE DISTRICT NATIONAL PARK

ARNcliffe & SILVERDALE NATIONAL LANDSCAPE

FOREST OF BOWLAND NATIONAL LANDSCAPE

NIDDERDALE NATIONAL LANDSCAPE

HOWARDIAN HILLS NATIONAL LANDSCAPE

NORTH YORK MOORS NATIONAL PARK

ROSEDALE ABBEY

FLAMBOROUGH OUTER HEADLANDS NATURE RESERVE

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\* This map is for illustrative purposes only

# Yorkshire Coast & North York Moors Pocket Guide 2025

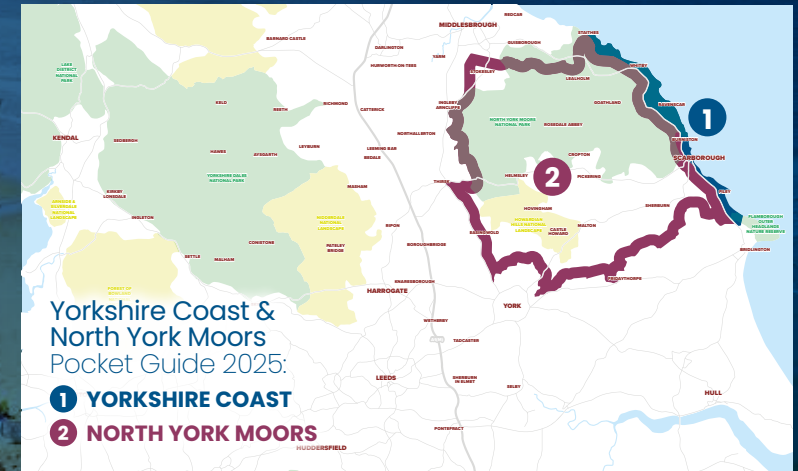
We will once again be producing a comprehensive guide to attractions and events in the area, which will be published in April 2025. In a handy, pocket-sized format, it will be the ideal way to promote your venue or event. 50,000 copies of the guide will be available across the region to enable visitors to get the most out of their stay.

If your venue or event is located in the area shown, then you can benefit by being part of the official attractions and events guide. Offstone Publishing are working with us to produce the guide. Please contact them to discuss your participation or if you have any questions.

Further details can be found on the next page, including advertising rates. Or, we can send you a separate booking form to enable you to complete all necessary information and reply to us.

**Contact: Joanne O'neil-**  
**Senior Account Manager,**  
**T: 01661 844115 or**  
**07950 334992**  
**E: joanne@**  
**offstonepublishing.co.uk**

**Latest booking deadline**  
**Friday, 21st March 2025**



ATTRACTIONS  
& EVENTS

visitnorthyorkshire.com



Part of



produced by **offstone™** publishing

To discuss your advertising requirements contact our sales team on Tel: 01661 844115 or email [joanne@offstonepublishing.co.uk](mailto:joanne@offstonepublishing.co.uk)



# Yorkshire Coast & North York Moors Pocket Guide 2025

## MEDIA INFO

### MEDIA TECHNICAL INFORMATION

This publication, trimmed and folded is 210x99 (portrait) size. Printed on 80gsm silk text pages and 130gsm gloss cover full CMYK.

### ADVERTORIAL STYLE

We offer a free in house setting service. If you wish to have your advert produced by us we can set and send you a proof for your approval at no extra charge. Text can be supplied as MS Word and Text Only files. Images can be sent via email and need to be high resolution and be a minimum of 300dpi at 100% of the reproduction size. Alternatively, images can be supplied as hard copies for scanning.

The 2025 Yorkshire Coast & North York Moors Pocket Guide is brought to you by Visit North Yorkshire (Part of North Yorkshire Council), via our publishing partner, Offstone Publishing.

**offstone**  
PUBLISHING

Bearl Farm, Stocksfield, Northumberland, NE43 7AL

Telephone: 01661 844115

Email: sales@offstonepublishing.co.uk

## Advertorial Styles: Full, Half and Quarter page

### Style guide FULL PAGE

**Please provide:**  
Title, 3 images, up to 150 words of copy plus contact information (inc. website, telephone number & address).

The image displays three examples of advertorial layouts. The first is a full-page layout with a large image of a castle ruin, a smaller image of a building, and another of a street scene. The second is a half-page layout with a large image of a building and a smaller image of a street. The third is a quarter-page layout with a large image of a building and a smaller image of a street. Each layout includes an 'AREA HEADING', 'Business Name', and contact information (Tel, Website, and Social Media icons).

### Style Guide HALF PAGE

**Please provide:**  
Title, 2 images, up to 80 words of copy plus contact information (inc. website, telephone number & address).

### Style Guide QUARTER PAGE

**Please provide:**  
Title, 1 images, up to 40 words of copy plus contact information (inc. website, telephone number & address).

## Advertorial Rates

ADVERT SIZE	RATE (excl. VAT)
1/4 page	£310
1/2 page	£530
Full Page	£1,045
Double page	£1,900

## Full Page Advertisement

ADVERT SIZE	RATE (excl. VAT)
216x105mm with bleed	
210x99mm Trimmed size (Please allow 5mm margin from trimmed edge for critical items)	
Back page	£1,245
Inside back/front page	£1,150
Full page (inside)	£1,045

All content subject to approval by Visit North Yorkshire. Rates effective July 20th 2024. VAT is applicable to all advertising rates. Registered charities are exempt from VAT.

Booking deadline:  
**Friday, 21st March 2025**



# Heart of Yorkshire & the Dales Pocket Guide 2025

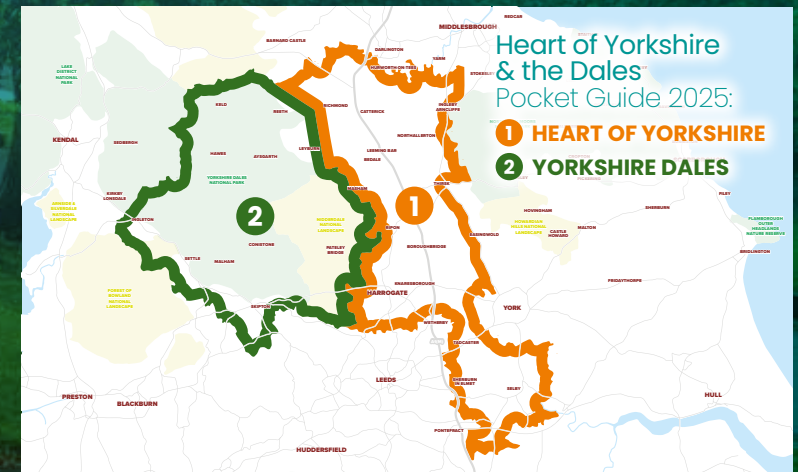
You can be part of this inaugural guide to attractions and events in the area, which will be published in April 2025. In a handy, pocket-sized format, it will be the ideal way to promote your venue or event. 50,000 copies of the guide will be available across the region to enable visitors to get the most out of their stay.

If your venue or event is located in the area shown, then you can benefit by being part of the official attractions and events guide. Offstone Publishing are working with us to produce the guide. Please contact them to discuss your participation or if you have any questions.

Further details can be found on the next page, including advertising rates. Or, we can send you a separate booking form to enable you to complete all necessary information and reply to us.

**Contact: Joanne O'neil -  
Senior Account Manager,  
T: 01661 844115 or  
07950 334992  
E: joanne@  
offstonepublishing.co.uk**

**Latest booking deadline  
Friday, 21st March 2025**



Part of



produced by **offstone™** publishing

To discuss your advertising requirements contact our sales team on 01661 844115 or email [joanne@offstonepublishing.co.uk](mailto:joanne@offstonepublishing.co.uk)



# Heart of Yorkshire & the Dales Pocket Guide 2025

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This publication, trimmed and folded is 210x99 (portrait) size. Printed on 80gsm silk text pages and 130gsm gloss cover full CMYK.

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The 2025 Heart of Yorkshire & the Dales Pocket Guide is brought to you by Visit North Yorkshire (Part of North Yorkshire Council), via our publishing partner, Offstone Publishing.

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