

# [UNLOCK GUIDES]

## Why Unlock Publishing?

[Unlock Guides] was established by a small group of like-minded media and marketing specialist, who are committed to creating dedicated guides.

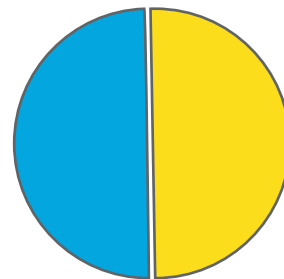
With backgrounds in Journalism, PR, Sales and Marketing the Unlock team boasts a wealth of experience in creating and delivering marketing plans across traditional and electronic media.

Our guides are written and produced by people who are actively looking to deliver content that will help visitors explore the region they have chosen to stay in, whether that be for a day trip or a long stay.

Our guides can be found in are partner hotel guest rooms, and online, for free. These guides offer businesses an almost unique way to interact with those visitors helping to raise consumer awareness and drive venue income.

Unlock Guides are focused publications that are relevant to the regional visitor demographics when creating its editorial content.

## Blackpool Visitor Spend 2021



### Annual Spend £1.44 Billion\*

● **Staying Visitors - £ 721m**

● **Day Visitors - £ 719m**

The **STEAM Lancashire 2021 Report** published visitor figures demonstrate that visitors staying for 2.2 - 3.3 days have the largest daily spend together contributing over £1.4Billion to the local economy.

*\*Visitor statistics courtesy of Visit Blackpool  
total visitors in Blackpool region 19 million*

## [Unlock Guides]

The Blackpool Unlock Guide is available in **4000 guest rooms**, plus digital editions, of our **40+ partner hotels** and serviced apartments.

The guide is published to coincide with the start of the Blackpool tourist season (March-October) and features editorial pieces covering topic such as Attractions, Shopping, Sports and Entertainment.

Printed in the UK its clean styling durable cover and pages will insure its life within hotel guest rooms.

The 'Free to read' print guide is further supported by our online 'e-guide' which includes extended editorial and information about Blackpool and its environs.

The 'e-guide' is promoted within many of our hotel and accommodation partners through a [Unlock Guides] branded information card with the URL and a QRCode.

The appeal of the mobile friendly 'e-guide' means our reader can take the whole of the guide with them as they explore Blackpool.

All unlock guides can be read and viewed for free online at:

**[issuu.com/unlockpublishing](https://issuu.com/unlockpublishing)**



The guide includes the following sections so visitors easily dip-in and out:

- **Food & Drink**
- **Culture**
- **Shopping**
- **Nightlife**
- **Attractions/Entertainment**
- **Local Town Guides**
- **Transportation Guide**

## [Unlock Guides] Advertising

[Unlock Guides] offer tailored advertising and marketing packages to suit your requirements and budget.

There are opportunities for feature-led articles within the relevant sections of the guide.

Working with our writers we can help you to engage with the readership in the way you want.

The printed, and digital, editions are available in over **4000+ guest rooms** of our partner hotels and serviced apartments.

Blackpool is Lancashire's most visited town, with its Golden Mile, vast beaches and attractions appealing to all ages.

In 2021 Blackpool's visitors numbers exceed 18million and post Covid appear to be recovering. Blackpool hotel, B&B's and serviced apartments have a seasonal 70%+ room occupancy level.

Visit our website for a full list of our partner hotels:

[unlockguides.co.uk/hotels](https://unlockguides.co.uk/hotels)



## Sponsorship Packages

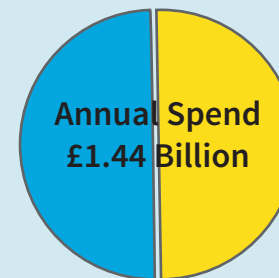
Limited availability sponsorship packages provide enhanced brand awareness across the Unlock platforms.

- **DPS - at front of guide (or at front of relevant editorial section)**
- **Dedicated webpage at [unlockguides.co.uk](https://unlockguides.co.uk)**
- **Website display advertising on [unlockguides.co.uk](https://unlockguides.co.uk)**
- **Fee £ 2500.00**

## At a Glance

- Annual Publication 4000+ copies
- Reaching 1.2m season visitors (est)
- Distributed in Blackpool Hotels (guest rooms and receptions)
- Journalistic and editorial led
- Perfect-bind Magazine Quality Print
- Advertorial advertising opportunities from £500.00
- Online advertising static and video
- Digital editions uploaded to [issuu.com](https://issuu.com)

## Blackpool Visitor Data 2021



● **Staying Visitors - £ 721m**

● **Day Visitors - £ 719m**

## Visitor Guide Audience Reach

- 4000 Guides in Hotel Rooms
- 70%+ Occupancy Rate
- 1.3 Guests a Room (Average)

**Annual Guide Reach  
1.2 million visitors (est)**

## Print Sizes and Fees



**1/2 Page  
Advertorial**  
w: 64mm  
h: 208mm  
£ 500.00

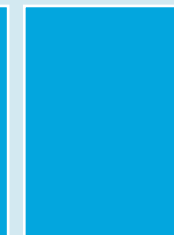


**Full Page**  
w: 168mm  
h: 240mm  
£ 800.00

**Covers:**  
ISFC/ISRC  
£ 1200.00  
Rear Cover  
£ 1400.00



**DPS**  
w: 336mm  
h: 240mm  
£ 1400.00



## Your Artwork:

Print Ready PDF / 300dpi / CMYK  
3mm Bleed for FP/DPS  
Outlined Text (no embedded fonts)  
1/3 Page - NO BLEED  
No Printer Marks  
DPS - Each page requires a single PDF

## IMPORTANT:

Please check all details on page 3 before sending your artwork.

