



2010 e-newsletters

January

M	T	W	T	F	S	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

March

M	T	W	T	F	S	S
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April

M	T	W	T	F	S	S
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				4		
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19	20	21	22	23	24	25
26	27	28	29	30		

May

M	T	W	T	F	S	S
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

June

M	T	W	T	F	S	S
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				4	5	6
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21	22	23	24	25	26	27
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July

M	T	W	T	F	S	S
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				4		
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August

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September

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October

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18	19	20	21	22	23	24
25	26	27	28	29	30	31

November

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22	23	24	25	26	27	28
29	30					

December

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20	21	22	23	24	25	26
27	28	29	30	31		

E-newsletter dates

- **Generic e-newsletter** - goes out to approx 109,000 contacts featuring general news and special offers
- **Adventure Capital e-newsletter** - goes out to approx 20,000 outdoor enthusiasts, featuring outdoor specific news and offers
- **Culture e-newsletter** - goes out to approx 23,000 culture vultures, featuring culture specific news and offers
- **Taste District e-newsletter** - goes out to approx 16,000 foodies, featuring food & drink specific news and offers
- **Beyond the Lakes** - goes out to approx 14,000 contacts looking for places off the beaten track. Will lead with a Carlisle theme in this edition
- **Caravan, Camping & Holiday Homes e-newsletter** - goes out to approx 9,000 campers featuring specific news and offers

Generic e-newsletters

Standard Adverts = £45+VAT

Premium Adverts = £75+VAT

Themed e-newsletters

Premium Adverts = £50+VAT

Contact Gemma Procter to book your slot

Cumbria Tourism

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