

Act now to reach thousands of potential visitors through The Isle and Visit Kent Destination Guides

Benefits of Accommodation Providers Promotional Packages 2011/12

The Isle and Visit Kent Magazines are the main destination guides for visitors to the area and Thanet accommodation advertisers will benefit from:

- Appearing in spring and summer published issues of the Isle magazine and the annual Visit Kent magazine, with a combined print-run of up to 70,000 copies
- Featuring in autumn and winter e-editions of the Isle Guide and 3 seasonal e-editions of Visit Kent sent to approaching 200,000 confirmed prospective visitors
- The Isle / Visit Kent Magazine being sent in response to visitor enquiries generated by TDC's / Visit Kent's extensive destination marketing activities, and used at holiday and other shows and promotions
- Priority given to Isle advertisers in dealing with accommodation enquiries at Thanet's visitor information centre in Margate
- Local distribution to selected key businesses and households to encourage bookings from businesses and visiting friends and families
- Extensive ongoing publicity through KOS Media titles to raise awareness of Isle and Visit Kent magazines.
- Direct website links from Isle and Visit Kent on line to accommodation establishments booking silver and gold entries plus google map links (**new for 2011**)
- Complimentary copies of both issues of Isle for all accommodation advertisers to pass on to their guests
- Coverage through Isle subscriptions outside of the local area.
- Isle being available on line as a free subscription through **www.kentnews.co.uk** in the page suite version, which currently has in excess of 188,000 subscribers and click-throughs.
- Distribution of reference copies of Isle magazine to Kent visitor information centres and Visit Kent magazine to the national network of visitor information centres
- Exposure on visitor focused websites
 - www.visitthanet.co.uk** – over 500,000 visitors pa
 - www.visitkent.co.uk** – over 1,200,000 visitors pa
 - www.enjoyengland.co.uk**
 - www.visitbritain.co.uk**
 - www.kentnews.co.uk** – over 4,000,000 visitors pa
- KOS Media now have apps for ipad and iphone with over 4000 additional users viewing and downloading on a regular basis

