

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

Benefits of Accommodation Providers Promotional Packages 2012/13



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 ARCHANT 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
 - 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 over **500,000** email opt ins/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 per annum
www.visitkent.co.uk – over 2,500,000 visitors per annum
www.kentnews.co.uk – over 4,000,000 visitors per annum
- ARCHANT KOS Media now have apps for ipad and iphone with over 8,000 additional users viewing and downloading on a regular basis

