



The **Lyme Regis** Experience

THE ULTIMATE GUIDE TO SUMMERTIME
IN DORSET'S MOST POPULAR RESORT

Published in
April, July & August 2014

MEDIA PACK



Featuring

Richard Austin's
LYME PHOTO FILE

The Lyme Regis Experience

The Lyme Regis Experience is a new magazine for Lyme Regis and district, to be published three times April to August - the ultimate guide to summertime in one of Dorset's most popular and historic resorts.

In recent years Lyme Regis has emerged as one of the West Country's most sought after destinations for events tourism, ideal for traditional family seaside holidays, with the summer calendar packed with festivals and attractions.

The Lyme Regis Experience will promote all these events and feature the many facets of visiting Lyme during the summer season, providing local shops and businesses with the opportunity of maximising their services for as little as £45 per issue.

With a 15,000 print run for each issue, **The Lyme Regis Experience** will be delivered to every house and business in Lyme Regis as well as being made available at all the major accommodation and tourist outlets in the area throughout the summer months.

The Lyme Regis Experience will also be heavily promoted in all the community free newspapers published by the View From stable of publications which has a combined distribution of more than 42,000 weekly copies in West Dorset, East Devon and South Somerset, as well as being available on the www.viewfromonline.co.uk website which attracts in excess of 2,000 unique visits every day.



The Lyme Regis Experience is published by Devon, Dorset & Somerset Series of Newspapers Ltd, Unit 3, St Michael's Business Centre, Church Street, Lyme Regis, Dorset DT7 3DB, part of Tindle Newspapers Limited.



The Lyme Regis Experience

Publication Dates

The Lyme Regis Experience will be published on the following dates:

- April 11th 2014
- July 11th 2014
- August 22nd 2014

Each publication date has been selected to coincide with the staging of all the major festivals and events in Lyme Regis.

Format

The Lyme Regis Experience will be compact tabloid, allowing for maximum impact of imagery, and printed on 70gsm white improved newsprint, folded for delivery and easy display. This is similar to our successful "Summertime in Lyme" publication at the end of the 2012 season



Content

The Lyme Regis Experience will focus on all the facets that make Lyme Regis such a popular destination for visitors, many of whom return year after year.



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Content *(Continued)*

The Lyme Regis Experience will feature editorial coverage of all the main summer events and festivals, including the following:

- **Lyme Regis Fossil Festival** (May)
- **Lyme Regis Jazz & Blues Festival** (June)
- **Lyme Regis Crab and Mackerel Festivals** (June/July)
- **Lyme Regis Lifeboat Week** (July)
- **Lyme Regis Regatta & Carnival** (July)
- **Lyme Regis Food Rocks** (September)
- **Guitars On The Beach** (September)
- **Lyme Regis ArtsFest** (September)



Other editorial sections will include the following:

- **Eating Out in Lyme Regis**
- **The Lyme Pub Scene**
- **Summer Listings**
- **The Lyme Arts Scene**
- **The Lyme Music Scene**
- **The Beach Scene**
- **Entertainment in Lyme**



Plus in every issue

Award winning news and sport
photographer

RICHARD AUSTIN'S
8-page **LYME PHOTO FILE**

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Distribution

The Lyme Regis Experience will be distributed as follows:

- To all households and businesses in Lyme Regis
- To all major accommodation and self catering addresses in and around Lyme Regis
- To all Tourist Information Centres in West Dorset and East Devon
- To all the major holiday parks and camping sites in West Dorset and East Devon

Promotion

The Lyme Regis Experience will be promoted in all 15 community free newspapers published in West Dorset, East Devon and South Somerset, with a combined distribution of more than 42,000 weekly copies and will also be accessible via our website, www.viewfromonline.co.uk, which attracts over 2,000 unique visit every day.

Editorial

The most experienced editorial/photographic team in the West Country has been brought together for **The Lyme Regis Experience** - former Fleet Street reporter **Geoff Baker**, award winning photographer **Richard Austin** and **Philip and Francesca Evans** from the *View from*.



Visit...

View Online

www.viewfromonline.co.uk



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Advertising Rates

Advertising in The **Lyme Regis Experience** is being limited to 20 per cent of the content to maximise the editorial impact of the publication and, therefore, there is likely to be a great demand, especially as all three issues will be delivered to every house/businesses in Lyme Regis as well as to the tourism trade, with a total distribution of 15,000 per issue.

The following sizes and positions are available per issue:

Front page:
6 cms x 8 columns banner
£150.00 + VAT

Back page:
Full page (348 mm x 282 mm)
£350.00 + VAT

Run of paper:
6 cms x 4 columns
£45.00 + VAT

Lyme Directory:
6 cms x 2 columns (3 issues)
£45.00 + VAT

Leaflet insertion is also available at a cost of £29 + VAT per thousand (minimum A5), minimum weight of paper 130 gms.

■ **No charge for designing advertisements**



To advertise in
**The Lyme Regis
Experience**

Call **Rob Coombe**
on **01297 446146**

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