## Welcome
- Putting Yorkshire on the map  
- Value of Tourism in Yorkshire  
- Our platforms  
- Brand growth and partnerships  

## Be part of our major events

### Digital Marketing Opportunities
- Digital advertising spaces

### 2020 Campaigns
- This is Y  
- This is Y magazine advertising spaces  
- Discover Day Out  
- Taste of Yorkshire  
- Seasonal Specials:  
  - Spooky Trail  
  - Festive Fun and online Advent Calendar  
  - Online Advent Calendar advertising spaces  
  - Christmas homepage advertising spaces

### Stand share at events
- 28
Putting Yorkshire on the map

Our campaigns are integrated across digital, social, print, ecomms, PR and events. This document highlights the campaigns that will run throughout the year. We have also included additional activity that will support campaign activity that may be of interest to your business. We look forward to working with you.

About us

Dynamic and inspirational
Welcome to Yorkshire has created a fresh, dynamic view of the UK’s largest county with its innovative marketing and PR campaigns. Our award winning team has achieved this by being creative and forward thinking but more importantly by working closely with members and partners to build a new confidence in the county.

During 2020 we will continue to deliver a range of campaigns to help promote our great county with the help of our local authority partners, our tourism members and our Y30 partners. As Team Yorkshire we can continue to drive tourism in our county, inspire more people to visit, provide many reasons to stay longer and spend more whilst enjoying our welcoming hospitality.

If you are interested in any element of our campaign activity or you would like to create a bespoke package for your business needs contact:

Chris Powell
Head of Strategic Partnerships
Welcome to Yorkshire

Megan Prout
Sponsorship Manager
Welcome to Yorkshire

T 0113 322 3570
E marketingopportunities@yorkshire.com

yorkshire.com
## Value of tourism in Yorkshire

### Overall economic benefit

**Tourism is worth £9 billion to the Yorkshire economy**

- **£1.745 billion** spend by overnight domestic visitors
- **£5.02 billion** overall spend by day visitors (average spend of £34 per trip)
- **£567 million** overall international spend - up 10% from 2017

*Total tourism spend by visitors £7.3 billion. Supply chain effect on the tourism industry £1.7 billion*

Supply Side effect or Tourism Multiplier: A pound of tourist expenditure not only supports the tourist business that it is spent in directly, but it helps indirectly to support many other businesses in Yorkshire.

### Type of visitors

- **↑10%** Total spend by overseas visitors (international)
- **26%** 26% of all domestic overnight tourists in Yorkshire, come from Yorkshire
- **7.728m** Yorkshire & Humber had 7.728 million tourist nights from residents of Yorkshire & Humber
- **149m** Tourism Day Visitors in 2017
- **↑7%** Visitor growth to attractions

Yorkshire and the Humber reported the highest level of visitor growth of any in- region in 2017, supported by events and attractions in Hull - the 2017 UK City of Culture.
In recent years there have been several methodological changes to the way the data is collected meaning that comparisons over time can only be indicative of the scale of the change.

Sources:
Inbound, nation, regional and county data: www.visitbritain.org/nation-region-county-data
Tourism jobs held by residents of Greater Manchester Combined Authority, Sheffield City Region, and Yorkshire and The Humber, 2017: www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/adhoc/000487tourismjobsheldbygreatermanchestercombinedauthorityresidentsbrokendownbylocalauthority2017
Additional references: Activities in Britain’s Nations & Regions Foresight-Issue 165, Visit Britain Research January 2019
Regional Spread of Inbound Tourism Foresight-Issue 164, Visit Britain Research January 2019

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Key Yorkshire insights

Visitor spend from the USA

↑ 44%

The number one inbound market for Yorkshire for the past three years for volume and value is the USA. Visits from this market were up 27% in 2017, while spending rose 44% on 2016 results.

International friends or relatives visits

39%

Visiting friends and relatives accounts for over a third of all visits to Yorkshire and is the most popular reason to visit Yorkshire.

International spend

£423

The spend per visit of international visitors is £423. On average international visitors spend eight nights in Yorkshire per visit. They also spend £55 per night during their stay in the county.

International visits longer than a week

13%

Visits to Yorkshire are often longer, with almost one third of all visits lasting longer than a week – 13% of visits to Yorkshire are often more than two weeks and there is a high degree of seasonality where July - September visits are the most popular.
Our platforms

Digital profiles

- 40% of visits to site are 18-34 year olds
- 13% of all visits come from people in London
- 212 countries have visited the site in last 12 months
- 40%
- 13%
- 212
- 88% of users are based in the UK
- 81% of all online traffic is organic
- 70% viewing site on tablet or mobile
- 88%
- 81%
- 70%
Brand growth

Welcome to Yorkshire Global Reach

23.27m
Gross Reach Print + Online + Social

Online Unique Users

2.5 million

Social Reach

19.9 million

Tourism leader

Circulation

870,000
Total Print Distributed

Readership Out of County

1.1 million

Total Readership

1.8 million

Sources: Google Analytics Jan-Dec 2019, Social figures from Social Sprout Jan-Dec 2019

Brand partnerships

Native and bespoke creative solutions can be created by the Welcome to Yorkshire in-house team and hosted on yorkshire.com

- Development of bespoke creative solutions to tie in an advertiser with the Welcome to Yorkshire brand

- Dedicated native strategy with bespoke formats seamlessly integrated with Welcome to Yorkshire brand

- Leveraging our award-winning in-house teams

- Unique brand amplification and reach

- Total 360 degree approach to creative solutions: print, digital, mobile, offline and events
Be part of our major events

### Annual conference, March 2020
The Welcome to Yorkshire annual tourism conference is the largest of its kind in the UK; a fantastic opportunity for your business to network with over 1,000 delegates and showcase your brand to a captive audience.

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal Conference Sponsor</td>
<td>£5000 + VAT</td>
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<tr>
<td>Refreshment Sponsor</td>
<td>£1000 + VAT</td>
</tr>
<tr>
<td>Exhibitor Stand</td>
<td>£550 + VAT</td>
</tr>
<tr>
<td>Conference Bag</td>
<td>£150 + VAT</td>
</tr>
</tbody>
</table>

### Tour de Yorkshire, April-May 2020
The Tour de Yorkshire is an annual international cycle race. The four-day event attracts some of the most famous names in the sport and is a great opportunity to showcase your brand to a global audience.

**TOUR DE YORKSHIRE OPPORTUNITIES**

Wide range of opportunities on all levels, price on application. If you are interested in becoming part of the Tour de Yorkshire please contact:

**Chris Powell**
Head of Strategic Partnerships
Welcome to Yorkshire
M 07875 297 101
E cpowell@yorkshire.com

### The Great Yorkshire Show, July 2020
The Great Yorkshire Show attracts crowds in excess of 135,000 over three days and is a prime opportunity to showcase your business. We have one of the most prominent and visually impressive stands at the show.

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>External Gold Stand 6m x 3m</td>
<td>£4000 + VAT</td>
</tr>
<tr>
<td>Outside Silver Stand 3m x 3m</td>
<td>£2500 + VAT</td>
</tr>
<tr>
<td>Inside Silver Stand with 6ft table</td>
<td>£2000 + VAT</td>
</tr>
<tr>
<td>Bronze Pod</td>
<td>£1500 + VAT</td>
</tr>
<tr>
<td>Member Literature DL or A5 leaflets</td>
<td>£100 or £150 + VAT</td>
</tr>
<tr>
<td>Demo Slots</td>
<td>£200 + VAT</td>
</tr>
</tbody>
</table>

### White Rose Awards, November 2020
The White Rose Awards is the largest and grandest celebration of tourism and regional excellence in the UK. The awards are attended by those working in the tourism and leisure industry and the wider business community.

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>COST</th>
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</thead>
<tbody>
<tr>
<td>Event Partner</td>
<td>£7500 + VAT</td>
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<tr>
<td>Category Sponsorship</td>
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<tr>
<td>Ticket Sponsor</td>
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<tr>
<td>Drinks Reception Sponsor</td>
<td>£1750 + VAT or product in kind</td>
</tr>
<tr>
<td>Official Wine Sponsor</td>
<td>£1750 + VAT or product in kind</td>
</tr>
</tbody>
</table>

Bespoke opportunities available on request
Digital Marketing Opportunities

<table>
<thead>
<tr>
<th>Advertising Opportunity</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage Banner 1</td>
<td>Hi-res image</td>
<td>£600 + VAT</td>
</tr>
<tr>
<td>Homepage Banner 2</td>
<td>Hi-res image</td>
<td>£400 + VAT</td>
</tr>
<tr>
<td>Mega Menu</td>
<td>450 x 420</td>
<td>£600 + VAT</td>
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<tr>
<td>Featured Advertorial</td>
<td>Hi-res images</td>
<td>£500 + VAT</td>
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<tr>
<td>(included in Mega Menu)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lead image Level 1</td>
<td>Hi-res image</td>
<td>£600 + VAT</td>
</tr>
<tr>
<td>Lead image Level 2</td>
<td>Hi-res image</td>
<td>£300 + VAT</td>
</tr>
<tr>
<td>Seasonal Level 1</td>
<td>Hi-res image</td>
<td>£600 + VAT</td>
</tr>
<tr>
<td>Seasonal Level 2</td>
<td>Hi-res image</td>
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<tr>
<td>Inspiration Banner</td>
<td>501 x 348</td>
<td>£300 + VAT (1 month)</td>
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<tr>
<td></td>
<td></td>
<td>£600 + VAT (3 months)</td>
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<td>£900 + VAT (6 months)</td>
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<tr>
<td>Accommodation / Things to do / Events banner</td>
<td>450 x 420</td>
<td>£400 + VAT</td>
</tr>
<tr>
<td>Things to do / Events listings / Feature banner</td>
<td>450 x 420</td>
<td>£500 + VAT</td>
</tr>
<tr>
<td>Accommodation Featured Page</td>
<td>Hi-res image</td>
<td>£2,000 + VAT (12 months)</td>
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<tr>
<td>Things to do Featured Page</td>
<td>Hi-res image</td>
<td>£2,000 + VAT (12 months)</td>
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<tr>
<td>E-news</td>
<td>Competition</td>
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<tr>
<td></td>
<td>Feature</td>
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<tr>
<td></td>
<td>Side advert</td>
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</tr>
<tr>
<td>Instagram Story Takeover</td>
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<td>£500 + VAT</td>
</tr>
<tr>
<td>Social Media Competitions</td>
<td>Twitter</td>
<td>£150 + VAT</td>
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<tr>
<td></td>
<td>Instagram</td>
<td>£150 + VAT</td>
</tr>
<tr>
<td></td>
<td>Facebook</td>
<td>£350 + VAT</td>
</tr>
</tbody>
</table>
Digital advertising spaces

Homepage
Digital advertising spaces

Mega Menu

Banner advert

Featured advertorial
(included in Mega Menu)
Digital advertising spaces

Lead images

Level 1

Level 2

Treat Yourself - Spas in Yorkshire

Relax and unwind

Luxury Pampering

South Yorkshire Spas

Welcome to Yorkshire
yorkshire.com
Digital advertising spaces

Seasonal

Level 1

Level 2
Digital advertising spaces

Accommodation / Things to do / Events banner
Digital advertising spaces

Accommodation / Events listings / Events banner
Welcome to Yorkshire

digital advertising spaces

accommodation featured page

holiday at home

brompton lakes

holla house farm

new york public library

greenshank barns

woodcroft cottage
Digital advertising spaces

Things to do featured page
Digital advertising spaces

E-news
Consumer and Accommodation

Welcome to Yorkshire
yorkshire.com

October 2019

This is Yorkshire
Discover the best things happening in Yorkshire this month

DON'T MISS

Win a family ticket to Lightwater Valley
Here's your chance to win a family day out at Lightwater Valley in Ripon, North Yorkshire. The prize is for 4 admission tickets valid until the 4th November 2019. Enjoy over 35 rides and attractions with something to suit all ages. Indoors and out! Europe's longest rollercoaster, fly high on Eagle's Claw and get wet n wild on the river Rapids. Watch the spectacular flying displays at the Birds of Prey Centre and meet the new Prairie Dogs and Marmoset monkeys.

Wild Live Safari Nights: Yorkshire Wildlife Park
Come to Yorkshire Wildlife Park for a wild day of entertainment. Enjoy an unforgettable day of family fun and a spectacular evening of entertainment including live music and a bangless fireworks finale!

Scarborough Cricket Festival
This season's Welcome to Yorkshire Scarborough Cricket Festival takes place on Sunday 10th to Wednesday 22nd August. The annual Scarborough Cricket Festival is one of the most historic sports events in the world.

Hot tickets

LNER has taken over the running of the East Coast Mainline from Virgin Trains. All pre-purchased Virgin Trains East Coast tickets, including mobile tickets, will still be valid. Hope to see you onboard soon!

More →

Tweet of the month

A special treat for you on @YorkshireDay... some Welcome to Yorkshire signs on the M62 & M1. Visitors today will know straight away when they are in God's Own County.

@welcome2yorks
Digital advertising spaces

Social media competitions

Win one of 5 family tickets for festive magic at the first Yorkshire @MagicalLantern festival launch at Roundhay Park! RT to enter.

There are just 3 weeks to go until Underneath The Stars Festival and to celebrate we’ve teamed up with Glenfrye to run this awesome competition. You could win weekend tickets for 2 adults & 2 children plus the Glenfrye Classic Package for the ultimate glamping experience. To enter this competition, simply like, share and tag in the comments who you would take along with you. The winner will be announced on Friday 8th July. Good luck!

Welcome to Yorkshire Story Takeover

NEW

Promote your business in a completely different way through our new Instagram Story Takeover packages.

You’ll pick a day and we’ll post up to 8 stories on the Welcome to Yorkshire Instagram channel with swipe up links to your website to our 50,000 followers.
This is Y magazine

With engaging content across a wide range of genres and interests, our annual magazine remains as relevant as ever. Our features entertain, inform and inspire. This annual award-winning magazine promotes our county through online and print across the whole year.

About

This is Y is an independently written celebration of all that is great about Yorkshire. It appeals to a diverse range of people with one thing in common; they love the qualities and values associated with this world-class destination. The magazine provides credible and engaging content, written by highly acclaimed writers, coupled with inspiring photography and design. This is Y is published in January 2021 and is in circulation for 12 months.

• 140 page glossy lifestyle magazine
• 100,000 copies produced, distribute to a readership of 200,000
• Insertion out of county through a national newspaper in July 2021
• Distributed from Tourist Information Centres in Yorkshire
• Distribution to all Yorkshire businesses including accommodation and attraction providers

Benefits

• 12 month social campaign across WTY platforms to promote seasonal messages – 800k followers aligned to the magazine content
• Campaign pages on Yorkshire.com to support the magazine features, links and additional features – achieve on average 1 million page views per month. Traffic is increasing 18% year on year.
• Being a part of this campaign will provide an annual presence for your business in our print which is supported by social and digital activity throughout the year. Our distribution will take your message and your business across the UK and beyond
• Distribution through WTY events both in and out of county throughout the year

<table>
<thead>
<tr>
<th>ADVERTISING OPPORTUNITY</th>
<th>SIZE/REQUIREMENTS</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship opportunity</td>
<td>on application</td>
<td>on application</td>
</tr>
<tr>
<td>1/8 page</td>
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<td>£540 + VAT</td>
</tr>
<tr>
<td>1/4 page</td>
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<tr>
<td>1/2 page</td>
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<tr>
<td>Full page</td>
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<tr>
<td>Advertorial full page</td>
<td>450 words and images</td>
<td>£4400 + VAT</td>
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<tr>
<td>Advertorial DPS</td>
<td>850 words and images</td>
<td>£5900 + VAT</td>
</tr>
<tr>
<td>Inside front / back</td>
<td>172mm W x 257mm H</td>
<td>£4400 + VAT</td>
</tr>
<tr>
<td>Outside back</td>
<td>210mm W x 297mm H</td>
<td>£6000 + VAT</td>
</tr>
</tbody>
</table>
Advertising spaces

Non-member fee + £300 additional cost.

Full page

1/8 page

1/4 page

1/2 page

Outside back
Discover Days Out

This brand new campaign is the essential trail for discovering everything there is to see and do across the county. From the very best attractions to fun festivals and events, country houses to grand gardens, to engaging museums and art galleries. There is so much to experience across Yorkshire, one day will not be enough to discover it all.

About

Our Discover Days Out campaign will be represented across print, digital and social media channels showcasing the very best Yorkshire has to offer for a great day out this Summer. It will be an effective tool to help drive the essential day visitor market to you. This campaign will run from Easter.

Benefits

- The trail is A2 folded to DL
- 30,000 copies produced and distribution locally and through extensive summer events both in and out of county. Distribution to Yorkshire businesses by request including accommodation / attraction providers and through all WTY events
- Enhanced content across new campaign pages on yorkshire.com linked to Discover Days Out
- Social competitions throughout the year
- Launch event before Easter
- New campaign creative for online and print

ADVERTISING OPPORTUNITY

<table>
<thead>
<tr>
<th>Sponsorship opportunity: Launch event, logo on cover and back page advert</th>
<th>SIZE/REQUIREMENTS</th>
<th>COST</th>
</tr>
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<tbody>
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<td></td>
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<tr>
<td>Enhanced listing</td>
<td>140 words and image</td>
<td>£300 + VAT</td>
</tr>
<tr>
<td>Standard listing</td>
<td>70 words and image</td>
<td>£150 + VAT</td>
</tr>
</tbody>
</table>

Non-member fee + £300 additional cost.
Yorkshire is a delicious destination and home to some of the most iconic food and drink in the country. The Taste of Yorkshire campaign will take you on a delicious journey across the county. Work up an appetite exploring Yorkshire’s stunning landscapes and then tuck into some amazing cuisine.

About
Welcome to Yorkshire recognises the important role that food and drink play in the holiday experience. Recent trend research outlined that food and drink experiences are becoming more and more popular as part of a holiday in Yorkshire. Our taste campaign is a great way to engage with a key tourism market. This campaign will run through the summer months and will be launched at the Great Yorkshire Show as part of the Yorkshire pub competition in July.

Benefits
- The trail is A2 folded to DL
- 30,000 copies produced and distribution locally and through our extensive summer events both in and out of county. Distribution to Yorkshire businesses by request including accommodation / attraction providers and through all WTY events
- Enhanced content across new campaign pages on yorkshire.com linked to the Taste of Yorkshire
- Social competitions throughout the summer
- Launched at the Great Yorkshire Show in July
- New campaign creative for online and print

ADVERTISING OPPORTUNITY
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</tr>
</tbody>
</table>

Non-member fee + £300 additional cost.
Seasonal Specials: Spooky Trail

About

Our Halloween campaign happens across digital, social and print showcasing the many spooky things to do. This campaign lasts approximately two months.

The trail will invite visitors to follow a creepy trail and have a spooky Yorkshire adventure. yorkshire.com will include lots more reason to visit to enjoy this spooky season. From woodland gems, to frighteningly fun activities, scary storytelling at many venues, ghosts walks, creative Halloween events including pumpkin trails and bonfires.

- September and October 2020
- A2 folded to DL
- 10,000 copies printed and distributed in county
- Dedicated pages on yorkshire.com
- Online and Social Media activity
- Distribution to Yorkshire businesses by request including accommodation / attraction providers and through all WTY events

Advertising

SIZE/REQUIREMENTS | COST
--- | ---
Sponsorship opportunity: Launch event, logo on cover and back page advert | £1500 + VAT
Enhanced listing | £300 + VAT
Standard listing | £150 + VAT

Non-member fee + £300 additional cost.

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About Advertising

Advertising spaces

Standard listing

Alternative listing

Enhanced listing

Non-member fee + £300 additional cost.

Welcome to Yorkshire

Our Halloween campaign happens across digital, social and print showcasing the many spooky things to do. This campaign lasts approximately two months. The trail will invite visitors to follow a creepy trail and have a spooky Yorkshire adventure. yorkshire.com will include lots more reason to visit to enjoy this spooky season. From woodland gems, to frighteningly fun activities, scary storytelling at many venues, ghosts walks, creative Halloween events including pumpkin trails and bonfires.

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About Advertising

Advertising spaces

Standard listing

Alternative listing

Enhanced listing

Non-member fee + £300 additional cost.

Welcome to Yorkshire
Seasonal Specials: Festive Fun

About
Our three month festive campaign happens across print, digital and social. On yorkshire.com we have our advent calendar where members can buy a day to promote their business. More details can be found on page XXX

Our Festive Guide (October – January) publication appeals to all target markets that are looking for things to do over this festive and New Year period. This tactical guide will be inserted into a national title within Yorkshire in October 2020, to influence decision making over the Christmas period.

• Enhanced content across the Christmas microsite within yorkshire.com including the advent calendar
• Social competitions throughout the season
• Distributed in county with a national title
• Distributed at WRA and through Info Display locally.
• 50,000 copies
• A5 guide

Advertising

ADVERTISING OPPORTUNITY  COST

DIGITAL
Online Advent Calendar
Day 1  £500 + VAT
Days 2-10  £350 + VAT
Days 11-24  £300 + VAT

Christmas Homepage
Level 1 Large / Small  £500 / £350 + VAT
Level 2 Large / Small  £300 / £200 + VAT

Christmas Banners
Level 1  £500 + VAT
Level 2  £300 + VAT

PRINT
Sponsorship opportunity:
Joint introduction, logo on cover double page spread and back page advert
148mm W x 210mm H  £6000 + VAT

1/4 page
62.5mm W x 93.5mm H  £300 + VAT

1/2 page
128mm W x 93.5mm H  £600 + VAT

Full page
128mm W x 190mm H  £1200 + VAT
Be part of our biggest on line campaign of the year. With over 500,000 page views last year, our Interactive Calendar is a great opportunity to be seen by consumers in that all important run up to Christmas by running a fabulous competition with us.
Stand share at events

Throughout the year Welcome to Yorkshire attend many events across the county. These events range from agricultural shows, food and drink events and a mixture of large and small events. They provide Welcome to Yorkshire the opportunity to engage with the public, distribute our literature, talk about Yorkshire, promote our brand and push people to yorkshire.com for more information on visiting our county.

There are many opportunities to stand share with Welcome to Yorkshire at a number of these events. This is a free of charge opportunity however there is an application process to ensure the most suitable stand partner are allocated to relevant events. This is decided on a case by case basis. Events can vary from the Wensleydale Show to Countryfile Live and we always encourage partners to offer an engaging and interactive presence.

Please contact Neil Faddy to find out how you can get involved: nfaddy@yorkshire.com

20
Welcome to Yorkshire attended 20 events in county.

6
Welcome to Yorkshire attended six events out of county.

499,643
499,643 people came to in county events.

1.25m
1,257,504 people came to these out of county events.

44
We spent 44 days at in county events.

26
We spent 26 days at out of county events.

2,422
There were 2,422 other exhibitors at these events.

1,000
There were 1,000 other exhibitors at these events.

37
Total number of stand partners at these in county events.

9
Total number of stand partners at these out of county events.

Sizzling prizes competition

A great chance to showcase your brand and the county by being a part of this competition, ensuring you are engaging with consumers and the chance to share data collected by entrants. The competition will be taken to all events attended by Welcome to Yorkshire in and out of county. The competition will be supported online through digital and social media channels. The competition will run from March to the end of September.

**OPPORTUNITY**
Competition listing

**COST**
£150 + VAT
Images clockwise from top left:
The Welcome to Yorkshire stand at the Great Yorkshire Show. Harrogate Flower Show.
Welcome to Yorkshire
yorkshire.com