

North Yorkshire Visitor Guides 2027

Be part of Visit North Yorkshire's official guides and reach thousands of potential visitors

A4 VISITOR GUIDE

Our **annual visitor guide** will be published in January. Distributed to key visitor information points, attractions, and accommodation providers in North Yorkshire and surrounding areas. It will also be used as marketing collateral at national and international events.

The guide is A4, with gloss cover and will include at least 100 pages of content. Illustrated with stunning photography, the guide will include information on things to do and places to visit in North Yorkshire. It will feature key information on the area's attractions, helping visitors to make the most of their trip whilst they are here and also inspire them to return for future visits.

- ✓ Eye-catching design
- ✓ 50,000 copies
- ✓ **Professional distribution:** wide network of pick-up points including accommodation providers, venues, & Visitor Information Centres.
- ✓ **Also distributed at national & international events**
- ✓ **Distribution from January 2027**
- ✓ 12-month shelf-life

POCKET GUIDE

The **North Yorkshire Pocket Guide** will be published in early February 2027 and complements the A4 visitor guide. This 52-page guide has been extremely well received in 2026 and we are refining it further for 2027 to provide useful information about everything the region has to offer. Over 100,000 copies will be printed and distributed, primarily within the North Yorkshire area, to give visitors a pocket-sized guide to things to do and places to visit while they are here. Please see separate rate card for full details about this or speak to your sales advisor.

ADVERTISE IN BOTH GUIDES & RECEIVE A 10% DISCOUNT PLUS ADDITIONAL SAVINGS FOR VISIT NORTH YORKSHIRE PARTNERS

We are partnering with Offstone Publishing once again to manage all advertising, invoicing, and artwork design requirements. They are a leading publishing company, who have a wealth of experience in producing high-quality magazines and guides.



**10%
DISCOUNT**

If advertising in
both guides



produced by **offstone** publishing

To discuss your advertising requirements, contact the sales team:

Telephone: 01661 845025

Email: sales@offstonepublishing.co.uk

North Yorkshire Visitor Guide 2027

MEDIA INFO

MEDIA TECHNICAL INFORMATION

This publication, trimmed and folded is A4 (297x210mm) portrait size. Printed on 70gsm gloss inner with 150gsm gloss cover- full CMYK.

If supplying advertisements please ensure that they are created to the correct size with NO CROP OR REGISTRATION MARKS. All artwork needs to be produced to 300dpi minimum CMYK (4 colour process). Bitmap images (1 col scans) needs to be at 2400dpi.

Please supply all adverts as high-resolution PDF files. No other formats will be accepted.

Artwork deadline: Tuesday, December 1st 2026

IN HOUSE SETTING

We offer a free in house setting service. If you wish to have your advert produced by us we can set and send you a proof for your approval at no extra charge. Text can be supplied as MS Word and Text Only files. Images can be sent via email and need to be high resolution and be a minimum of 300dpi at 100% of the reproduction size.

All advertisers will be promoted on visitnorthyorkshire.com – businesses not already featured will receive a complimentary basic business profile which can be submitted through an easy online form.

The 2027 North Yorkshire Pocket Guide is brought to you by Visit North Yorkshire, via our publishing partner, Offstone Publishing.

offstone
PUBLISHING

P.O. Box 122, Prudhoe, Northumberland NE42 9BA

Telephone: 01661 844115

Email: sales@offstonepublishing.co.uk

ADVERTISING RATES

Double Page Spread	£2,900
Full Page	£1,560
Full page (inside cover)	£1,870
Back page	£2,180
Half page	£935
Quarter page	£520
Eighth page	£310

VAT is applicable to all advertising rates. Registered charities are exempt from VAT.

Bleed is available on full page and double page positions

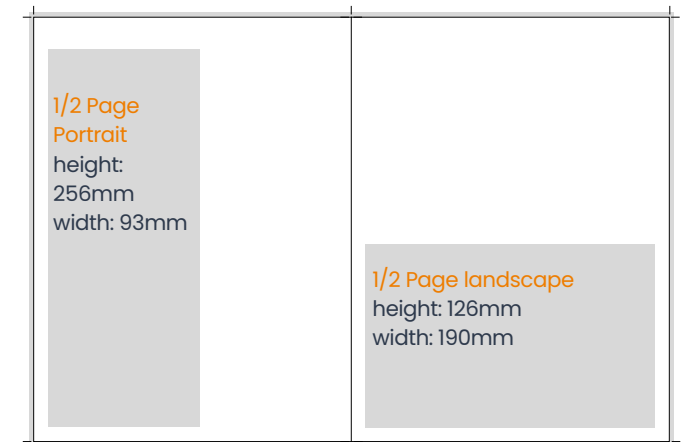
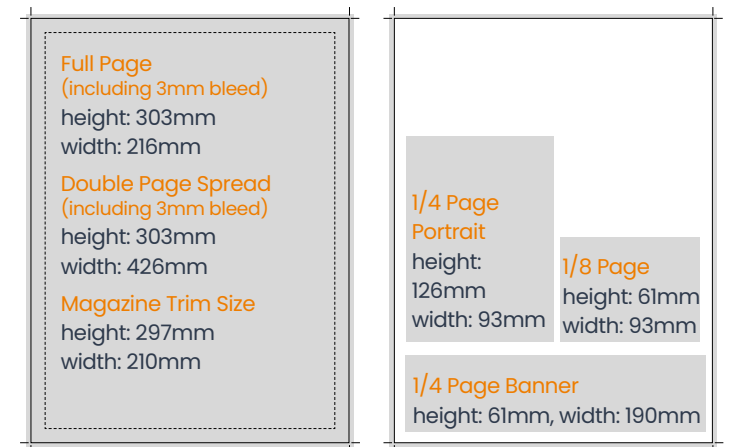
ACCOMMODATION GUIDE

This will be classified in an A-Z format by location. 4 column classified

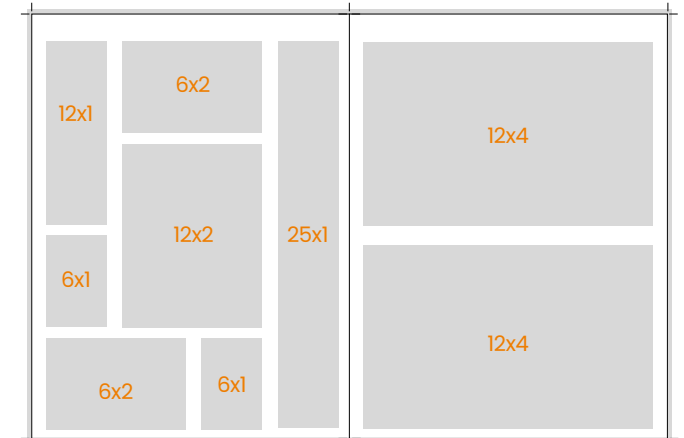
Single column width	45mm
Double column width	93mm
Four column width	190mm
Minimum size	6x1 (60 x 45mm)
Maximum height	250 mm
Single Column Centimetre (SCC)	£20
E.g. 6x2 = 12 SCC = £240.00	

**BOOKING DEADLINE:
Monday, 23rd November 2026**

Rates effective June 2026



ACCOMMODATION GUIDE





VISIT
NORTH
YORKSHIRE

POCKET GUIDE 2027

Media Info

MEDIA TECHNICAL INFORMATION

This publication, trimmed and folded is 210x99 (portrait) size. Printed on 80gsm silk text pages and 130gsm gloss cover full CMYK.

ADVERTORIAL STYLE

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Artwork deadline: Friday, January 15th 2027

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offstone™ publishing

PO Box 122, Prudhoe, Northumberland, NE42 9BA
www.offstonepublishing.co.uk

Advertorial Styles: Full, Half and Quarter page

Style guide FULL PAGE

Please provide:
Title, 3 images, up to 150 words of copy plus contact information (inc. website, telephone number & address).

HELMSELEY WALLED GARDEN
This colourful 5 acre garden, adjacent to the historic market town of Helmsley is easily accessible on foot from the town centre car park. Visit our beautiful herbaceous borders, kitchen garden, orchards and the Vine House Café serving delicious lunches and home baking with stunning garden views. Maintained by a dedicated team of volunteers, the garden contains a series of intimate spaces, encouraging visitors to take their time to enjoy nature.
For further information and opening times please see our website, helmsleywalledgarden.org.uk
Helmsley Walled Garden, Cleveland Way, Helmsley, YO62 5AH

OLD SCALBY MILLS
The Old Scalby Mills is a delightful seaside pub situated in an enviable position at the end of the Promenade in Scarborough. You can enjoy good, homemade food sourced from local produce, superb real ales, amazing hospitality and the best views in Scarborough!
The Old Scalby Mills, Scarborough, YO12 5EP
01462 848445 or 01723 520444
oldscalbymills.co.uk

ROTUNDA MUSEUM
Located a short walk from the beach, the Rotunda is one of the oldest purpose-built museums in Scarborough. It is a treasure trove of local history, with eclectic displays in the upper gallery and 1,000 year-old artefacts from the Star Carr collection. For admissions and opening times search Rotunda Museum
Rotunda Museum, Scarborough, YO15 3PS

Style Guide HALF PAGE

Please provide:
Title, 2 images, up to 100 words of copy plus contact information (inc. website, telephone number & address).

Style Guide QUARTER PAGE

Please provide:
Title, 1 images, up to 30 words of copy plus contact information (inc. website, telephone number & address).

Advertorial Rates

ADVERT SIZE	RATE (excl. VAT)
1/4 page	£320
1/2 page	£550
Full Page	£1,080
Double page	£1,975

Full Page Advertisement

ADVERT SIZE	RATE (excl. VAT)
216x105mm with bleed 210x99mm Trimmed size (Please allow 5mm margin from trimmed edge for critical items)	
Back page	£1,295
Inside back/front page	£1,195
Full page (inside)	£1,085

All content is subject to approval by Visit North Yorkshire. Rates effective June 2027. VAT is applicable to all advertising rates. Registered charities are exempt from VAT.

Booking
deadline:
**Friday,
18th
December
2026**

