

what about

Advertising

what about Facts

- WhatAbout is the **Definitive Belfast City Guide**
- Filled with the **latest events listings** and **tourist information**
- An ideal platform **to target both locals and visitors**
- A full colour, **high quality** publication.
- WhatAbout produces **6 editions per year** May/June, July/August, September/October, November/December, January/ February and March/April.
- An annual print run of **350,000 copies** (60,000 / edition, except Jan/Feb 50,000)



what about Distribution

WhatAbout is distributed extensively in Belfast, Northern Ireland and beyond. It's available from:

- **Belfast Welcome Centre**, the **Tourist Information Centres in the two airports**
- **Belfast City Council** venues.
- **All NITB tourist information centres in N. Ireland** and also in **Dublin**.
- Tourism Ireland Offices in **Stranraer, Glasgow** and **London**.
- **All ports of entry** (Ferry terminals, bus and train stations) in Northern Ireland and also at the **main ferry exit points in Scotland**.
- **BVCB's 500+ members** including restaurants, hotels, visitor attractions, entertainment venues, shops and bars throughout Belfast and Northern Ireland.
- Brought to all national and international **trade and consumer travel shows**
Given to all **cruise ship passengers** and conference delegates
- **Fully downloadable** from gotobelfast.com and belfastcity.gov.uk
- **Whatabout Belfast** magazine now has successfully achieved its second **ABC** certificate available to view, for July to December 2010, which shows its Average Net Distribution for the period to be **56,667 copies**.



what about Rates

Outside Back Cover	£1978*
Inside Front Cover	£1622*
Inside Back Cover	£1488*
Double Page Spread	£1730*
Full Page	£1030*
½ -Page (Landscape)	£649*
¼ -Page (Landscape)	£550*
Sponsorship Strip (landscape)	£361*

*N.B Prices are not inclusive of VAT and are frozen at 2009 rates.

what about Offers

WhatAbout has a number of offers running all year round:

- **Discount for booking multiple ads**
 - 10% discount for placing 2-3 ads
 - 15% discount for placing 4-5 ads
 - 25% discount for placing 6 ads
- **15% agency discount** (Not in conjunction with other promotional offers).

what about Artwork Specifications

Digital Artwork: Supply all artwork at 300 CMYK dpi. Supply as high-resolution PDF, EPS or Tiff files with fonts included. We cannot accept artwork with fonts attached as separate files. Artwork supplied as a high-resolution PDF should be e-mailed to rosemary.burgess@belfastvisitor.com

For more information contact Rosemary Burgess on 028 9023 9026 or email rosemary.burgess@belfastvisitor.com

what about Advertising Offers

Full Page Advert 6 double editions	£1030 + VAT / edition Cost £6180 – 25% Total Cost £4635 + VAT
Double Page Spread in 6 double editions	£1730 + VAT / edition Cost £10,380 – 25% Total Cost £7785 + VAT
Double Page Spread in 3 double editions and Full Page Advert in 3 double editions	£1730 + VAT / 3 editions £1030 + VAT / 3 editions Cost £8280 – 25% Total Cost £6210 + VAT
Half Page Advert 6 double editions	£649 + VAT / edition Cost £3894 – 25% Total Cost £2920.50 + VAT
Full Page Advert in 3 double editions and Half Page Advert in 3 double editions	£1030 + VAT / 3 editions £649 + VAT / 3 editions Cost £5037 – 25% Total Cost £3777.75 + VAT
Outside Back Cover 6 double editions	£1978 + VAT / edition Cost £11,868 – 25% Total Cost £8901 + VAT
Inside Front Cover 6 double editions	£1622 + VAT / edition Cost £9732 – 25% Total Cost £7299 + VAT
Inside Back Cover 6 double editions	£1488 + VAT / edition Cost £8928 – 25% Total Cost £6696 + VAT
Sponsorship Strip per section	£361 + VAT / edition Cost £2166 – 25% Total Cost £1624.50 + VAT