

# what about

## Media Pack



## what about Facts

WhatAbout is the **Definitive Belfast City Guide**, filled with the latest events listings and information on attractions, pubs and clubs, eating out, accommodation, tours and shopping.

WhatAbout is **an ideal platform to target both locals and visitors** to our city and is the official tourist events guide produced by the Belfast Visitor and Convention Bureau.

WhatAbout is a **full colour, high quality publication** which is produced 8 times a year, in double month and single month editions and has an **annual print run and circulation of 420,000 copies**. It is currently undergoing ABC certification.

## what about Distribution

WhatAbout is distributed extensively throughout Belfast and Northern Ireland.

- WhatAbout is the main guide distributed to all visitors in the **Belfast Welcome Centre**, the **Tourist Information Centres in the two airports** and Belfast City Council venues.
- It is available through all **NITB tourist information centres** in N.Ireland and also in Dublin.
- It is available through Tourism Ireland Offices in Stranraer, Glasgow and London.
- It is available at **all ports of entry** (Ferry terminals, bus and train stations) in **Northern Ireland** and also at the main ferry exit points in **Scotland**.
- WhatAbout is **available from our 490 members** including restaurants, hotels, visitor attractions, entertainment venues, shops and bars throughout Greater Belfast and Northern Ireland.
- WhatAbout is given to all **cruise ship passengers (42 ships in 2009)** and **conference delegates** on arrival to the city.
- It is also **fully downloadable** from [gotobelfast.com](http://gotobelfast.com) and [belfastcity.gov.uk](http://belfastcity.gov.uk)

# what about Rates

	Single Editions (45,000 copies) (May, August, September & October)	Double Editions (60,000 copies) (June/ July, November/ December, January/ February & March/ April)
<b>Outside Back Cover</b> (130 x 210mm with 3mm bleed)	£1354	£1978
<b>Inside Front Cover</b> (130 x 210mm with 3mm bleed)	£1298	£1622
<b>Inside Back Cover</b> (130 x 210mm with 3mm bleed)	£1082	£1488
<b>Double Page Spread</b> (260 x 210mm with 3mm bleed)	£1298	£1730
<b>Full Page</b> (130 x 210mm with 3mm bleed)	£812	£1030
<b>½-Page (Landscape)</b> (110 x 90mm)	£515	£649
<b>¼-Page (Portrait)</b> (70 x 90mm)	£355	£541
<b>Sponsorship Strip (Landscape)</b> (120 x 12mm)	£232	£361

\*N.B Prices are not inclusive of VAT

## Block booking Discount:

**15% discount** for 3 ads booked, **20% discount** for 6 ads booked or **25% discount** for 8 ads booked.

We also offer a **15% agency discount** (Not in conjunction with other promotional offers).

# what about Dates

Ad copy deadline is 20<sup>th</sup> day of the month which is two months prior to the publication of the guide.

For example, the deadline for the May WhatAbout is 20<sup>th</sup> March.

For example, the deadline of the November/December WhatAbout is 20<sup>th</sup> September.

# 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 [events@belfastvisitor.com](mailto:events@belfastvisitor.com)

For more information contact Eimear Lewis on 028 9023 9026 or email [events@belfastvisitor.com](mailto:events@belfastvisitor.com)