

## VISIT KESWICK GUIDE 2025 RATE CARD

Dear Member,

From time to time, we are asked why we continue to produce a printed guide, "surely print is a thing of past?" Yet each year, when the Board consider this, it is very clear that our printed guide is one of our key marketing tools.

We continue to distribute our guide by post, and we have been thrilled to see that despite having to charge to cover the ever-growing postage costs, demand is still high. We have also distributed the guide, through NPD, to Tourist Information Centres nationwide, at events and shows around the country and throughout Cumbria.

In addition, the online Guide has had almost 3,000 unique views to the end of May. This is a 50% increase on last year and people are spending longer actually reading the online guide as well. Those visits have come from 34 different countries with the top five (after the UK) being USA, Australia, Canada, Belgium and Germany.

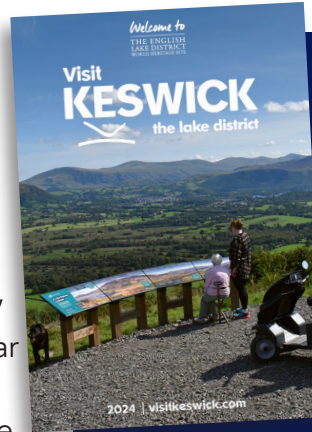
To ensure we are getting the very best product and value, we put the guide out to tender this year. We are delighted that Bucket and Spade will once again be producing the Guide for us, ensuring the quality of the publication that you (our members) and visitors have come to expect.

We understand that our members are facing many challenges, and we are very aware that as a destination we are competing with other destinations for business. It is more important than ever to ensure Keswick and your business are kept in the forefront of people's minds and we hope that you will agree that the Visit Keswick Guide is an excellent shop window for Keswick and all that it has to offer.

We hope that you will continue to see the value of producing the Visit Keswick Guide. To enable us to continue producing the guide, we need you to support it, and KTA, by taking an advert, which will be seen by visitors both nationally and internationally.



Gary Lovatt, Chair



### THE BENEFITS OF THE KESWICK GUIDE INCLUDE:

- A print run of 20,000 copies to be published in December 2024
- Distribution of the Guide direct to consumers generated through national advertising campaigns
- Distributed on demand to Tourist Information Centres throughout the UK + Regional Key Points
- An online digital version of the Keswick Visitor Guide for visitors to download and access
- The digital version is also available to use on your own website
- The Guide will be marketed nationally by media campaigns offering proven response and conversion rates.

# THIS IS WHAT WE DO...

Bucket and Spade are excited to be working to produce the Visit Keswick Guide 2025 with the Keswick Tourism Association for the fourth year, and we are also keen to build on the excellent response and reputation that the guide has established.

We are again also looking forward to promoting all that is best within the Keswick area and the members of the Association in it's centenary year. We are aiming to produce a 52 page guide with a similar print run to last year which will be delivered to TIC's and again following on from last year will be directly sent to consumers through targeted campaigns. The guide will be published and distribution commenced in December as it has in previous years.

Follow this link to see some examples of our guides and to see the quality of the work we produce; [www.bucket-spade.co.uk/publications](http://www.bucket-spade.co.uk/publications)

1/16 Page (63mm high x 42mm wide)	£142
1/8 Page (63mm high x 90mm wide)	£310
1/4 Page (132mm high x 90mm wide)	£625
1/2 Page (132mm high x 184mm wide)	£871
Full Page	£1554

**Half price for second/subsequent adverts. Reduction will be applied to the lower cost advert(s).**


(Please note all prices are inclusive of VAT.)

If you'd like to view the 2024 Visit Keswick guide, you can do so here; <https://www.bucket-spade.co.uk/publications>

If you have any questions please do not hesitate to contact us, we are always happy to talk, and we look forward to continuing to work with you to promote the town and your business to visitors.

Many thanks,

**Claude Cooper**  
Managing Director

 **The Storey**  
Meeting House Lane  
Lancaster  
LA1 1TH

 **01524 587539**

 **info@bucket-spade.co.uk**

 **www.bucket-spade.co.uk**

Stay Social:



# ADVERT EXAMPLES



T7E

**SIXTEENTH**  
20 words

## CHAUCER'S RETREAT

A spacious one bedroom, apartment in a heritage building. It has its own private entrance and car parking space.

[www.keswickholidayhomes.co.uk](http://www.keswickholidayhomes.co.uk)

3 Chaucer House, St Johns Street, Keswick, CA12 4DR

E [admin@keswickholidayhomes.co.uk](mailto:admin@keswickholidayhomes.co.uk)

T 07975 597672

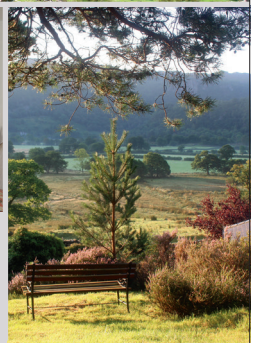
KTAC

PUPW £480 - £780



**QUARTER**  
50 words

**Manesty**  
STAY • ENJOY • EXPLORE



- Cottages in Borrowdale, nr Keswick
- Wood fired hot tub
- Short breaks available year round
- Well tended extensive grounds
- Stunning location and views
- Walks from the door to nearby river, lake, woods and fells
- Local bus past the door Easter to early November
- Glamping in our retro caravan and shepherd's hut



Youdale Knot, Manesty, Keswick, CA12 5UG  
017687 77216 [cottages@manesty.co.uk](mailto:cottages@manesty.co.uk) [www.manesty.co.uk](http://www.manesty.co.uk)

KTAC | PUPW £555 - £1,649

A 4B



**Ashness Farm**

**EIGHTH**  
30 words

A warm welcome awaits you, 16th Century working fell farm situated between the famous Ashness Bridge and Surprise View. We offer five en-suite rooms.

Ashness Farm, Borrowdale, Keswick CA12 5UN • T: 017687 77361  
E: [enquiries@ashnessfarm.co.uk](mailto:enquiries@ashnessfarm.co.uk) • [www.ashnessfarm.co.uk](http://www.ashnessfarm.co.uk)

KTAC | PRPN £86 - £120 (Double or Twin) PRPN £68 - £80 (Single)

A 4B

# Low Briery

THE HOLIDAY VILLAGE IN THE HEART OF THE LAKES

Experience the best of the Lake District at Low Briery. Stay in our well-equipped lodges, cabins, caravans, cottages, pods, or apartments. Enjoy free wifi, parking, and bring your furry friends too! Close to Keswick town centre and Derwentwater, it's the perfect base for adventure and relaxation. Explore the fells and lakes, plus dine al fresco with our new gas BBQs. Weekend, midweek, or full-week, we've got it all. Book now and create unforgettable memories!

Find out more at  
**LOWBRIERY.CO.UK**



**HALF**  
200 words  
or 100 words  
+ extra image



017687 72044  
[stay@lowbriery.co.uk](mailto:stay@lowbriery.co.uk)  
Keswick, Cumbria, CA12 4RN



VE / KTAC | PUPW £427 - £2,684

T 3M

# BOOK YOUR ADVERTISEMENT NOW!



## How to Make a Booking

Call Claude at Bucket and Spade on **01524 587539** or email [claudio@bucket-spade.co.uk](mailto:claudio@bucket-spade.co.uk)  
N.B. Only those businesses who accept the conditions of advertising will be accepted in the Guide.

### CONDITIONS OF ADVERTISING

1. Charges for entry in the Guide to be paid at the time of booking space in the guide.
2. Bucket and Spade Media, on behalf of Keswick Tourism Association reserve the right to edit, copy and maintain a standard format layout.
3. All advertisers will receive a proof of their advertisement and the advertiser is responsible for checking this within the time allowed. Any artwork proofs not approved by email will be deemed to be correct.
4. Neither Bucket and Spade Media nor Keswick Tourism Association can accept responsibility for any errors or omission from any advertisement, nor any liability under the Trade Descriptions Act, 1968, or any relevant law.
5. Advertisements are not subject to cancellation by the advertisers.
6. Change of ownership: I also agree and accept that the financial liability of placing an advert remains with me should the business be sold to a third party.
7. Payment is due within 7 days of invoice. Failure to pay your invoice in the agreed time may result in late payment charges.
8. All advertisers are requested to supply high resolution digital photograph/s of their establishment that they have the copyright to use for this purpose.
9. Display adverts - to create a design similar to your 'house' style, other information may be required - examples of other adverts, brochures, leaflets should be supplied to us. We cannot guarantee being able to use the exact fonts but will endeavour to find something as similar as we are able.
10. Both Keswick Tourism Association and Bucket and Spade are GDPR compliant. The information gained from the online form submission will be used for the purposes of the guide only.