



Distribution

Phase 1 - The directory will be made available FREE to the general public at large shows and exhibitions, including the Motorhome & Caravan Show, NEC - Birmingham, to place the directory into the hands of enthusiasts, clubs and suppliers. It will also be distributed via camp sites, dealers, outdoor centres and leisure outlets.

Phase 2 – Supermarkets and convenience stores at £3.75

Phase 3 – 1,600 Independent newsagents throughout the country, as well as caravan parks, camping centres, caravan and motorhome dealers and shops and more.

Layout

'Web Directory' section. At the front of the publication, priced at just £90 for the year, this offers a 9.5 x 2 cm colour display advertisement specifically designed to highlight your website, and includes all contact details and 5-10 words of description.

The directory will then be split into seven sections, which will contain additional classifications designed to make each company easy to find according to your speciality(ies) :

- Caravan / camping / touring / holiday parks & sites
- Accessories & equipment
- Caravan / motorhome - dealers, sales & hire
- Caravan / motorhome - repairs, restoration & service
- Caravan / motorhome – services
- Outdoor leisure / activities
- Tents / awnings

Each section will have editorial relevant to its title, at the front of each segment.

Competitions - This year: Hendra Caravan Park in Cornwall Holidays!

A brand new competition section, offering readers the chance to win valuable ticket prizes. Advertised on the front cover, enhancing distribution and shelf life.



We will publish in October, and you will not be invoiced for your advertising until then when you will be sent a complimentary directory with your bill, although pre payment will attract a 10% further discount. Along with your entry you will receive a free listing on the website directory which will go live at the same time. We have many other benefits of advertising on the web site – please see below for further details.



Media Chameleon Limited, Suite 6i Britannia House, Leagrave Road, Luton, Beds LU3 1RJ
Tel: 01582 488385 Fax: 01582 459776
Email: info@mediachameleon.co.uk
Company registration number 1637485

Gives you exposure in multimedia - hard copy website, twitter and facebook



Circulated via caravan parks, camping centres, WHSmiths, major shows and exhibitions





www.outdoorholiday.co.uk

Advertising every service in the Directory and more besides, the site has received an average of 472,000 hits a month this year making it a high traffic and cost effective media to ensure you attract new customers directly to your business. Set out as packages, we can offer:

- **Listings** – company contact details which can be searched by either product/service or alphabetically by company name.
- **Web Packages** – a variety of packages to maximise your web exposure – see below.
- **Banner advertising** – placed in the most relevant position for you on the directory, either on the front page or under your category listing, this display advertisement can also include a hyperlink.
- **Web Site Design** – if you do not yet have your own company website, talk to our sales team about our web design service. It doesn't have to be a headache, and is a fast and accurate process...you supply the information and images...and we do the rest!

In addition to the directory, Camping, Caravan and Motorhome also offer www.outdoorholiday.co.uk, our highly successful online directory giving you wide internet exposure at great prices.

Camping, Caravan and Motorhome Home Page



Extended Web Advertising



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Camping, Caravan and Motorhome Directory 2010/11

FAX BACK TO HAQ ON 01582 459 776

FROM (your name)				
Your company				
Your address				
Your Tel				
Your Fax				
Your web address (URL)				Http://www.
Your email				
Your classified category				
Type	Directory Price (mono)	Directory Price (colour)	www Advert	Combined (www / Directory)
CLASSIFIED AND WEB SITE ADVERTISEMENTS				
BOLD entry	£45.00	-	-	-
Boxed BOLD entry	£55.00	-	-	-
Boxed BOLD 30 word profile	£95.00		Entry Level	£145.00
Boxed BOLD 30 word Profile with Logo	-	£120.00	Entry Level	£165.00
Classified Web Banner (20mmx91mm width)	-	£90	Entry Level Plus	£170.00
Full Classified (40mmx91mm width)	-	£180.00	Bronze	£270.00
Eighth Page (64mmx91mm width)	-	£230.00	Silver	£350.00
Quarter Page (133mmx91mm width)	-	£395.00	Silver	£460.00
Half Page (133mmx190mm width)	-	£700.00	Gold	£850.00
Full Page (271mmx190mm width)	-	£1,400.00	Gold	£1,450.00
RUN OF PAPER				
Half Page (133mmx190mm width)		£700.00	Gold	£900.00
Full Page (271mmx190mm width)		£1,400.00	Gold	£1,450.00
Double page spread				£2,600.00
Inside front cover / Back cover / Inside back cover				£POA
WEB ADVERTISING				
GOLD PACKAGE – Up to 25 classified headings, National coverage across all counties, 150 word company profile, Company logo image, display advertisement image, hyperlink, guaranteed first page position on the web site, Full access key (to edit / add or change your details adverts at any time during the year).				£350.00
SILVER PACKAGE - Up to 15 classified headings, coverage across 3 counties, 70 word company profile, Company logo image, display advertisement image, hyperlink, Full access key (to edit / add or change your details adverts at any time during the year).				£250.00
BRONZE PACKAGE – Up to 3 classified headings, coverage across 1 county, 50 word company profile, hyperlink, access key (to edit / add or change your details adverts at any time during the year).				£150.00
ENTRY LEVEL PLUS PACKAGE - 1 classified heading, coverage across 1 county, hyperlink, 30 word company profile, Display advert				£105.00
ENTRY LEVEL PACKAGE - 1 classified heading, coverage across 1 county, hyperlink, 30 word company profile.				£80.00
Guaranteed Web Directory positioning with hyperlink – Position 1 under 1 classified heading				£160.00
Guaranteed Web Directory positioning with hyperlink – Positions 2 to 5 under 1 classified heading				£95.00
Guaranteed Web Directory positioning with hyperlink – Positions 5 to 15 under 1 classified heading				£45.00
Home page Hot link (hyperlink and up to 5 words on home page of directory web site)				£150.00
Home page Advert Banner (Advert size 120 x 90 pixels) hyperlink, hyperlink text (3 months)				£300.00
Content Management System Web Site - Please call for more detail			Prices From	£350.00



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HAQ Publishing Limited - Established 1982



Founded in 1982, HAQ Publishing Limited began by producing Chamber of Commerce Business Directories, Council Manuals-Directories-Newsletters, Manuals and In-house magazines for Government departments & Sports programmes. In short, a wide range of publications that quickly established our presence in the publishing industry.

With the ongoing success of these publications, we decided to utilize our expertise and branch out into the public market, producing niche directories. We first launched the Classic, Veteran and Vintage Car Directory, swiftly followed by directories for Motorcycles, IT, Logistics, Antiques, Collectables, Memorabilia, Boats and Watersports, Sports and Entertainment and Leisure. With the onset of global web and internet technology, we then supported each hard copy directory with its own website, giving all our advertisers the benefit of 24 hour exposure at a very cost effective price.

Other magazines we publish under the Title 'Specialist Directory Solutions'.

Include: Classic Car, Motor Car Directory, Motorcycle Reference Directory, Antiques, Collectables & Memorabilia, Pets & Animals, Wedding Finder and the Boats & Watersports Directory.



Other magazines we publish under the Title 'Regional Directory Solutions'.

Essex Focus, Sussex Focus, Bedfordshire & Milton Keynes Focus, Buckinghamshire & Berkshire Focus, Hertfordshire Focus, Hertfordshire Business.



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