



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

Phase 3 – Direct subscriptions, plus garage forecourts and mini markets nationwide

## Layout

The guide will be a one stop reference guide to caravan parks, touring parks, holiday homes, guest houses and campsites throughout the UK, laid out in full colour. It will be divided into easy to navigate, area based sections, with a comprehensive tourist guide for each county to start the section.

At the front, we will offer our 'Web Directory' section, priced at just £85 for the year, this offers a 9 x 2 cm colour display advertisement specifically designed to highlight your website, and includes all contact details and 5-10 words of description.



Published this summer, the guide will be distributed throughout the year. After publication, 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 which will go live at the same time. There are many other benefits of advertising on the web site – please see below for further details.

Media Chameleon Ltd, Head Office:  
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Company registration number 1637485  
Media Chameleon Ltd formerly HAQ Publishing

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



***Circulated via Caravan parks  
camping centres, caravan  
dealers, newsagents, major  
shows and exhibitions.***



Media Chameleon  
Celebrating



Years In Publishing



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

Alongside our useful parks and sites guide runs our Outdoor Holiday website, with all of our advertisers and much more besides, including accessories, dealers, clothing and services as well as handy tips, reviews and advice. The site has received an average of 486,000 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 including colour advertising, hyperlink and profile - see below
- **Banner Advertising** – placed in the most relevant position for you on the directory, either on the front page or under your category or county listing, this display advertisement can also include a hyperlink
- **Web Site Design** – a good website is so important no matter how small your business. 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!

### Camping, Caravan and Motorhome Home Page

Home | Contact | About Us | blog | Add an Entry | Login

home page > Caravan Park Guide

Find:  in:  search (help)

**HOLIDAYS Great Britain**

Caravan Parks, Campsites, Cottages and Holiday Homes

**Holidays Great Britain Guide - Advertising Media**

Holidays GB Guide Circulation

Phase 1 - Via 1,600 independent newspapers throughout the country at a cost of £3.75.

Phase 2 - The guide will be made available FREE to the general public at large shows and exhibitions, including Motorhome & Caravan Shows NEC / ExCel, etc.

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

HAQ Publishing Ltd  
Britannia House  
Leagrave Road  
Luton

### Extended Web Advertising

Home | Contact | About Us | blog | Add an Entry | Login

home page > caravan parks (touring) / camping sites / UK holidays

Find:  in:  search (help)

**Caravan parks (touring) / camping sites / UK holidays**

To find a list of UK camping, caravan (tourers or static) sites in the UK from Scotland to Cornwall, including Devon, Wales, Norfolk, Lake District, Cumbria, etc you need look no further below is one of the most extensive on line lists of caravan and camping sites and Parks in the UK.

**Seaside Caravan Park**  
www.seaside-caravan-park.co.uk - 01262 468228

**Bone Valley**  
www.bonevalleyholidaypark.co.uk

**TROSSACHS HOLIDAY PARK**  
www.trossachsholidays.co.uk - 01877 382 614

**Wester Bonnyton Farm Caravan Park**  
Gomrie, Banff, Aberdeenshire

Channel Islands / Britain (3)  
East Anglia (185)  
Home Counties (251)  
Ireland / UK (22)  
London / England (23)  
Midlands (462)  
North East (357)  
North West (363)  
Scotland / UK (133)  
South East (191)  
South West (598)  
UK / National / All (170)  
Wales / UK (198)

**Browse by County**  
(show all)

**Contact Us**  
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Celebrating



Years In Publishing

## Caravan Parks, Campsite and Holiday Homes Guide

FAX BACK TO HAQ Publishing Limited ON 01582 459 776

<b>FROM (your name)</b>		
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)
<b>CLASSIFIED AND WEB SITE ADVERTISEMENTS (A5 Directories)</b>		
Boxed <b>BOLD</b> entry	£55.00	-
Boxed <b>BOLD</b> 15 word profile	£60.00	-
Boxed <b>BOLD</b> 15 word Profile with Logo		£75.00
Classified (20mm x 91mm width)		£90.00
Classified (40mm x 91mm width)		£140.00
Quarter Page (64mm x 91mm width) – Landscape		£180.00
½ Page (133mm x 91mm width) – Landscape		£280.00
Full Page (192 x 133mm width)		£350.00
Double page spread		POA
Inside front cover / Back cover / Inside back cover		POA
<b>Web Directory</b> Section (Front of the A5 Guide)		£90.00
Classified web banner (20mmx91mm width)		
<b>COMBINED Classified (20mm x 91mm width) &amp; Website Entry Level Plus Package</b>		£140.00
<b>WEB ADVERTISING</b>		
<b>GOLD PACKAGE</b> – 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
<b>SILVER PACKAGE</b> - Up to 5 classified headings, coverage across 3 towns, 60 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
<b>ENTRY LEVEL PLUS PACKAGE</b> - 1 classified heading, coverage across 1 town, hyperlink, 30 word company profile, Display advert		£105.00
<b>WEB CLASSIFIED BANNER</b> – Advert at the top of 1 classified heading. - 6 Months		£350.00
<b>WEB TOWN BANNER</b> – Advert at the top of 1 town heading. - 6 Months		£350.00
<b>WEB ALL PAGES BANNER</b> – Advert displayed at the side of the website on all pages 6 Months	-	£600.00
<b>WEB HOME PAGE ADVERT BANNER</b> Advert displayed on the home page of the website - 6 Months (Advert sizes from (120 wide x 90 pixels)		£600.00



# HOLIDAYS

Great Britain



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.

## Our other national titles:

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



## Our other regional titles:

Include: Essex Focus, Sussex Focus, Bedfordshire and Milton Keynes Focus, Buckinghamshire and Berkshire Focus, Hertfordshire Focus, Hertfordshire Business Directory and Kent Focus.



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