

Holiday Park Scene

Media Kit

www.holidayparkscene.com

HOLIDAY PARK SCENE IS THE ESSENTIAL MAGAZINE
FOR ALL HOLIDAY PARK OPERATORS



Holiday Park Scene

An essential read for anyone involved in the holiday park sectors.

At least 5,000 copies of Holiday Park Scene are distributed six times annually to key personnel in all aspects of the holiday park industry across the UK and Eire.

Offering the inside track on the latest market news and reports covering all aspects of holiday park management including:

- Facilities Management
- Entertainment Options
- Catering Matters
- Accommodation Updates
- Amusements and Gaming
- Water Leisure and Wellness
- Play Matters

Holiday Park Scene Advertising Rates:

MAGAZINE

Double Page Spread	£1400
Outside Back Cover/ Inside Back Cover	£850
Premium Page	£825
Full Page	£775
Half Page	£575
Quarter page	£350
Eighth page	£275

Suppliers Directory

NOTE: All Classified entries run for a whole year (6 issues)

Standard Worded listing £250

Standard Box listing (87mm x 30mm) £450

MARKETPLACE: Product News

1 entry including 100 words and a pictures – £150 (1 issue).
Appears in print; prominently on our website, within an e-short and is shared on social media.

Inserts: £100 per 1,000 distributed

ONLINE

Vertical Banner: 120 x 240px – £125 per month

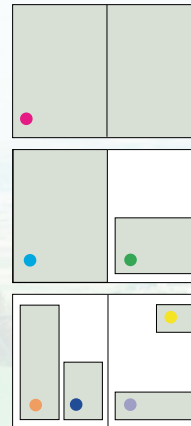
Button: 120 x 120px – £50 per month

Skyscraper: 120 x 600px – £100 per month

MPU/Medium Rectangle: 300 x 250 px – £150 per month

Please note all bookings under £250 or by new clients are made so on a pre-paid basis.

We also include our Suppliers Register/ Classified Section online!



Artwork dimensions (w x h)

- Double page spread 426mm x 303mm (incl. bleed)
- Full page 216mm x 303mm (incl. bleed)
(Type area 179mm x 272mm)
- Half page horizontal 179mm x 131mm
- Half page vertical 87mm x 272mm
- Quarter page vertical 87mm x 131mm
- Quarter page horizontal 179mm x 61mm
- Eighth page 87mm x 61mm

Technical data

Accepted Artwork Formats

- Artwork should be supplied to us as either a Photoshop® or Illustrator® EPS with embedded fonts, a high resolution PDF to PDFX1 a standard or Photoshop® TIFF.

- All files and component images must be no less than 300 dpi.
- All files must be CMYK. (We cannot be held responsible for any colour mismatch as a result of converting artwork from other formats).
- We do not provide proofs of supplied artwork.
- Any advertising not supplied to the correct specification will need to be re-supplied.
- You must have permission to pass on to a third party any fonts used within your artwork.

Please Note:

- We do not accept Quark® documents.

Issue	Editorial and Advertising Deadline	PUBLISHED
January	First week in December	First week in January
March	First week in February	First week March
May	First week in April	First week in May
July	First week in June	First week in July
September	First week in August	First week in September
November	First week in October	First week in November

Why choose *Holiday Park Scene*?

Our main aim is to offer fresh ideas to Holiday Park & Campsite Operators.

We publish at least 5,000 copies every other month ensuring we reach every Holiday Park and Campsite in the UK & Eire.

We send our magazines to all of the biggest Holiday Park chains, and we also send to the smaller independently run caravan and campsites.

54,000 – WEB
5,000 – PRINT
10,000 – ESHOT
2,210 – SOCIAL MEDIA

Combined Reach Per Issue

71,210



SOCIAL MEDIA

We are active on social media accounts, Twitter and Facebook, we regularly share and tweet our editorial news, marketplace news and show dates.

E-SHOTS

We have a large online presence through our monthly E-shots (10,000 quality contacts) which contain our editorial stories and marketplace news; we also include the full page adverts that feature within that issue.

Editorial Features

January issue

Deadline first week in December

- **Indoor Play** - Weather Proof Play
- **Insurance** - Safety Nets, what you need to be covered for
- **Industry Review** - HPS yearly summary - Front Covers / News headlines
- **Holiday Park Pool of the Year Winners** - awards summary
- **Holiday Park Innovation Show Review**

May issue

Deadline first week in April

- **Washrooms** - Toilet, Shower, Changing Room facilities
- **Glamping** - High End popular camping, Yurts & Tents
- **Outdoor Play** - Playing it safe, making sure you agree with all compliances
- **Holiday Hot Tubs** - Spoiling your guests with the luxury of a Hot Tub!

September issue

Deadline first week in August

- **Online Booking Systems** - Website, Marketing, Promotions, Management Software, CRM
- **Accommodation** - Hot on the market, Lodges, Cabins, Statics, Tents, Yurts & More
- **Swimming Pools** - Being energy smart with your pool
- **Catering Solutions** - Pop up Style, Mass Catering - what works best?

March issue

Deadline first week in February

- **Amusements** - Coin Operated rides / Machines
- **Cabins & Lodges** - Ups and Downs of offering long term accommodation
- **Garden Buildings & Enclosures**
- **Park Profile Building** - Photography, Drones, Website/ Marketing Tools etc.

July issue

Deadline first week in June

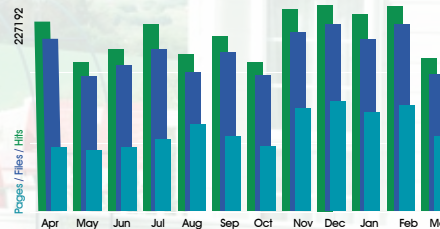
- **Water Play** - Outdoor Pools, Splash Pads, Slides & Flumes Making the most of the Summer
- **Security** - all types of security including cameras, fencing, and bollards
- **Outdoor Essentials** - Shelters, Bike Racks, Benches, Bins & Other Furniture
- **Major Park Review** - Biggest Names in the business

November issue

Deadline first week in October

- **Holiday Hot Tubs** - Making the most of the cooler weather by investing in a hot tubs
- **Landscaping** - Grounds Maintenance, Structures, Overall look of the Park
- **Entertainment** - Winter Warmers focus on Christmas Away
- **Holiday Park Pool of the Year** - AWARDS entrants

WEBSITE



See our annual report on our website statistics below, did you know that in the last year we have had on average 27,000 individual website visits per month!

Usage summary for holidayparkscene.com - Generated 24 July 2017

Month	Daily Avg					Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits	
Jul 2017	7007	6274	3427	1146	13386	12864206	27512	82257	150599	168188	
Jun 2017	7495	6891	3886	1188	16729	22199953	35663	116597	206741	224858	
May 2017	6985	6108	3533	1043	16447	19686782	32338	109543	189369	216543	
Apr 2017	7573	6813	4053	1224	17946	20687938	36722	121619	204419	227192	
Mar 2017	7207	6375	3674	1146	16791	20169740	35543	113906	197634	223444	
Feb 2017	5877	5352	2586	995	13918	18279815	27860	72414	149863	164570	
Jan 2017	6206	5676	2701	856	15925	23169956	26566	83758	175956	192393	
Dec 2016	5546	4927	3073	867	10336	15913940	26890	95269	152747	171955	
Nov 2016	6801	5953	2628	747	10096	15182545	22433	78845	178599	204042	
Oct 2016	5730	5192	2246	706	10175	15773793	21910	69655	160958	177633	
Sep 2016	5454	4943	2214	652	10649	14613584	19566	66443	148310	163639	
Aug 2016	6746	6109	2295	720	15046	17611230	22323	71159	189389	209133	
Totals							216163482	335326	1081465	2104584	2343590

Holiday Park Scene



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