

THE HEARTBEAT OF THE HOLIDAY PARK INDUSTRY

HOLIDAY PARK SCENE

MEDIA KIT

www.holidayparkscene.com

Residential Park Homes • Commercial Holiday Parks • Glamping • Marketplace



WHY CHOOSE HOLIDAY PARK SCENE TO ADVERTISE?

We reach of over 137,000 per issue*

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

We publish at least 5,000 copies four
times annually, ensuring we reach every
Holiday Park, Campsite & Caravan Park
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.

EDITORIAL FEATURES

SPRING

- **Waterplay** – outdoor pools, splash pads, slides & flumes making the most of the summer
- **Washrooms** – toilet, shower & changing room facilities
- **Park Profile Building** – gearing up for the start of the season
- **Industry Review** – review of the year before and forecasting for the next
- **Indoor Play & Amusements** – coin operated rides & arcade game options

SUMMER

- **Play Equipment** – making sure you're compliant and offering the best equipment
- **Online Booking Systems** – website, marketing, promotions, management software, CRM
- **Swimming Pools** – being energy smart with your swimming pool
- **Entertainment Options** – across the board entertainment to keep your guests happy
- **Pet Friendly** – we explore pet friendly options to add to your offering

AUTUMN

- **Landscaping** – grounds maintenance, structures, overall look of your site
- **Holiday Hot Tubs** – spoiling your guests with the luxury of a hot tub
- **Glamping** – high end popular camping, yurts & tents
- **Outdoor Essentials** – ideas to improve your outside offering
- **Staffing Matters** – how to ensure you have the best team

WINTER

- **Insurance** – safety nets, what you need to be covered for
- **Cabins & Lodges** – ups and downs of offering long term accommodation
- **Winter preparations** – changes for the winter months
- **Catering** – what catering solutions work best for you
- **Holiday Park Pool of the Year Winners** – awards summary



BLANK CANVAS

York House Leisure expands into the residential park sector.

With its solid background in owning and operating leisure-serving holiday parks in Yorkshire's North Yorkshire, it was just a matter of time before York House Leisure expanded into the residential park sector.

Now, the family-run business is launching its first residential development in its new Carleton Park, a 100-acre site just outside the popular market town of Easingwold.

The family had been looking for the 'right' blank canvas for many years, recalls York House Leisure CEO, Christina Hart.

"YORK HOUSE LEISURE WAS ESTABLISHED IN 1985 AS A HOLIDAY PARK BUSINESS, BUT WE'VE GROWN NATURALLY OVER THE YEARS."

York House Leisure was established in 1985 as a holiday park business, but it was never intended to be a residential park. The company's first residential development was a 100-acre site just outside the popular market town of Easingwold.

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"YOUR VISION FROM THE START WAS TO DEVELOP THE HIGHEST QUALITY RESIDENTIAL PARK THAT OFFERED THE VERY BEST IN OVER 50'S LIVING."

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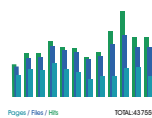
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WEBSITE



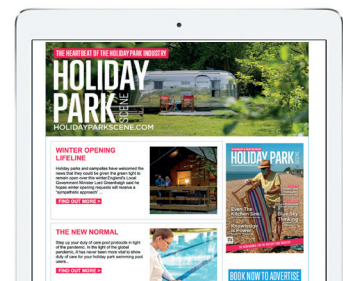
Did you know that in the last year we have had on average 30,000 individual website visits each month!

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.



ADVERTISING RATES

MAGAZINE ADVERTS

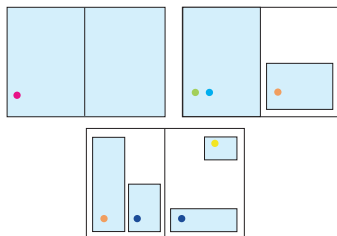
● Double page spread 426 x 303mm (incl. 3mm bleed)	£1,400
● Cover positions ISFC OSBC 216 x 303mm (incl. 3mm bleed)	£850
● Premium full page 216 x 303mm (incl. 3mm bleed)	£825
● Half page options 179 x 131mm or 87 x 272mm	£575
● Quarter page options 87 x 131mm or 179 x 61mm	£350
● Eighth page 87 x 61mm	£275

ARTWORK SPECS

All artwork should be supplied in CMYK at 300dpi with embedded fonts. In the following format: PSD | AI | PDF | TIFF | JPG

PLEASE NOTE.

We do not provide proofs of supplied artwork.



“The Waterland Group are a very professional and enthusiastic business team representing the wet leisure industry by providing excellent unbiased views of the industry and supporting those within it.”
- Brian Tyler, Lonza

SINK!

See Hollingshead investigates the glamping journey...

W... the choice of glamping... the choice of glamping... the choice of glamping...

Today we can expect glamping... the choice of glamping... the choice of glamping...



SUPPLIERS DIRECTORY

Standard Wording listing	£250
Standard Box listing*	£450*
87x 30mm	

NOTE: All classified entries run for a whole year online and included in four printed issues *Artwork required

WEBSITE & EMAIL BANNERS

Vertical Banner 120 x 240px	£125 p/month
Button 120 x 120px	£50 p/month
Skyscraper 120 x 600px	£100 p/month
MPU/Medium Rectangle 300 x 250px	£150 p/month

NOTE: all bookings under £250 or by new clients are made so on a pre-paid basis.*Artwork required

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MARKETPLACE: PRODUCT NEWS

75 words with a picture & contact details
Included in print, online, social media & e-blast
£250 per entry

INSERTS

£100 per 1,000 distributed

Issue	Materials Deadline	PUBLISHED
Spring	April	May
Summer	July	August
Autumn	October	November
Winter	January	February



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