

2026 ADVERTISING RATES & MEDIA INFORMATION

NORTHUMBERLAND

GUIDE

The definitive publication for England's Northernmost county

The inaugural edition of the Northumberland Guide was launched in the Spring, and we've had an amazing response and received some glowing testimonials.

The Northumberland Guide successfully shines a light on our wonderful region; from our rich history to our **wild countryside**, **world-class attractions** and **revered food and drink scene**. We also encourage the reader to dig deeper, revealing undiscovered gems, local tips and off-the-beaten track suggestions.

Our 2026 guide will continue to do all this and much more, with extended features, larger area sections and even more **useful tools** for visitors. We'll be **increasing our print run by over 40%**, and will continue working with distribution partners A-ha to ensure **widespread coverage**. **Digital campaigns** remain an important delivery method too; the guide will continue to remain **free to access** via our website, and we'll be stepping up our marketing activity through our already **popular social media channels**, which we encourage advertisers to utilise.

See a copy of the current edition and check out our distribution footprint @ www.northumberlandguide.co.uk

- The Northumberland Guide 2026 will be published in the Spring
- 50,000 copies available free of charge from stockists across the region and beyond
- More pages, larger features and more useful tools
- Continued wide-ranging digital presence, including through key hotels and accommodation providers, alongside digital download options
- 12 month shelf life
- An estimated annual readership of over 150,000 (National Readership Survey estimated figure)

OUR TEAM

We will be delighted to receive your news, pictures and latest press releases.

Editorial: Claire Jeans - Tel: 01661 845029, Email: claire@offstonepublishing.co.uk

Advertising: Tel: 01661 845025, Email: sales@northumberlandguide.co.uk

Produced by **offstone™** publishing

Proud to be a partner of Visit Northumberland



"We have never seen a local magazine with so much useful content and information"

S ROWLANDS, READER

"We have just come back from a holiday in Northumberland and your suggestions contributed greatly to our wonderful trip"

D PLACE, READER

"It's fab and you should all be very proud of it"

BEACH & QUIET, ADVERTISER

NORTHUMBERLAND GUIDE

MEDIA TECHNICAL INFORMATION

This publication is **A4 portrait (297x210)** and printed full CMYK.

If supplying advertisements please ensure that they are created to the correct size with **NO CROP OR REGISTRATION MARKS**. Please allow enough clearance from the trim edge for all critical elements (we recommend a minimum of 10mm). Bitmap images (1 col scans) need to be at 2400dpi.

Please supply all adverts as Hi-resolution PDF files.

No other formats will be accepted.

IN HOUSE SETTING

We offer free in house setting service. If you wish to have your advert produced by us we can set and send you a proof for your approval at no extra charge. Text can be supplied in an email, MS Word or Text Only files. Images can be sent via email and need to be high resolution and a minimum of 300dpi at 100% of the reproduction size.

FOR ADVERTISING ENQUIRIES:

Telephone: **01661 845025**

Email: sales@northumberlandguide.co.uk

FOR EDITORIAL ENQUIRIES:

Telephone Claire Jeans: **01661 845029**

Email: claire@offstonepublishing.co.uk

BOOKING DEADLINE

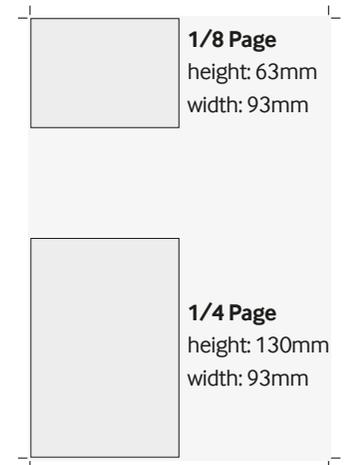
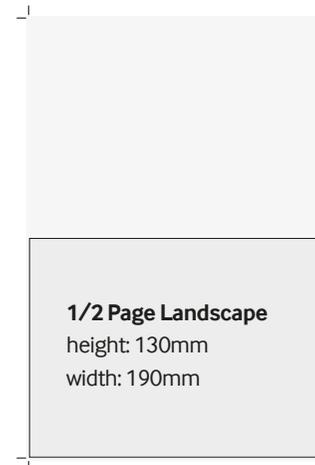
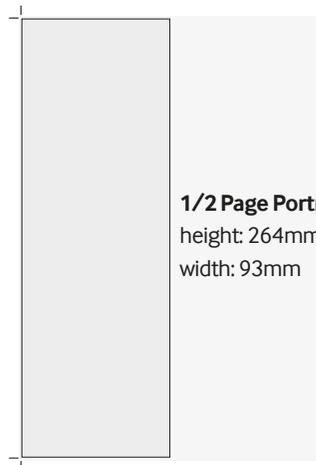
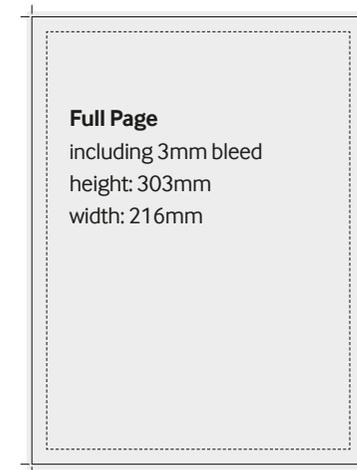
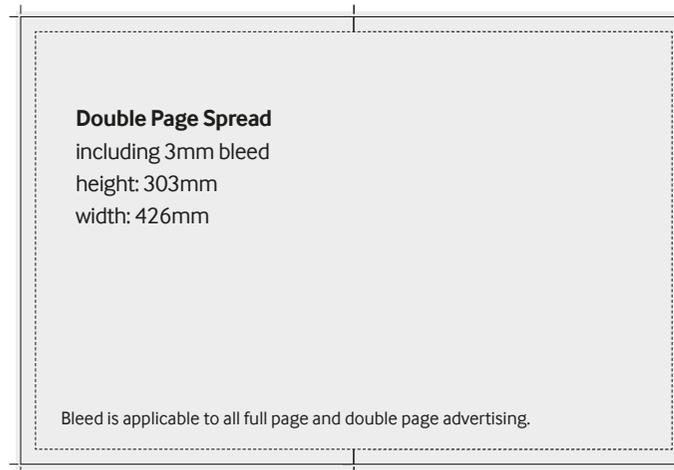
Friday, 27th March 2026

Produced by **offstone™** publishing

PO Box 122, Prudhoe, Northumberland, NE42 9BA

Telephone: **01661 844115**

Email: enquiries@offstonepublishing.co.uk



ADVERTISING RATES (PER ISSUE)

Double Page Spread	£1,800
Back Page	£1,400
Inside Cover	£1,200
Full Page	£1,050
1/2 Page	£600
1/4 Page	£360
1/8 Page	£200

*VAT is applicable to all advertising rates.
Registered charities are exempt from VAT.*

ACCOMMODATION GUIDE

Prices starting from £12 pssc.

Special rates for early bookings, and premium sponsorship packages available – get in touch to find out more!

ADVERTORIAL PACKAGES

Full page advertorial - £1,200
Double page spread advertorial - £2,000

Rates are effective from September 2025.
This rate card is reviewed annually.

PARTNER PACKAGE

- Full page advert
- Full page editorial
- 12 months web banner advert
- Work with our editor to create engaging, useful and tailored editorial content for your business
- 12 curated social media interactions across our Facebook and Instagram channels
- Additional copies of the guide for your customers

£2,400