Caravan and Camping Parks Map 2020

Did you know...

- 1.2 million trips are made to the camping, caravanning and holiday park market every year
- British visitors alone account for more than 5.9 million nights spent within the parks sector
- These visitors spend more than £215 million per year
- The number of international visitors to the park sector has grown steadily year on year since 2008
- International visitors spend in excess of £31 million per year

Do you want more from the Caravan and Camping market next year?
The Map

The Caravan and Camping Map is the key publication for this sector and is an essential tool for visitors.

- A1 fold away map, with space for a limited number of businesses to advertise.
- Detailed road map of Scotland with clear information for customers to locate and travel to your business.
- Numbered dots on the map will cross reference park entries to ensure your business location is easily found.
- Display advertising in premium positions below and around the map will give your business more exposure to a targeted audience.

Your Opportunity

There are three enhanced advertising packages available on the map for businesses who want to stand out from the crowd.

Image Entry

Includes full contact details, image and 45 words of copy. There are only 45 entries available at the back of the map – and they must be sold on a first come first served basis.

Book Now £375
Advert size: 61 mm x 80 mm

Exclusive Tourist Attraction Advert

Adverts positioned around the outside edges of the map, with positions plotted on the map.

Book Now £310
Advert size: 54.5 mm x 100.5 mm

Display Advertising

Display advertising opportunities – exclusive opportunities available on the front of the map. There are only six of these slots available.

Book Now £520
Advert size: 93 mm x 198 mm

Sponsorship

Exclusive opportunity to sponsor the map. £2,750 Full details on application.

MEDIA INFORMATION

DISTRIBUTION: There will be 90,000 copies of this full colour A1 folding map distributed at key Caravan and Camping Shows as well as via the VisitScotland Information Centres network. Distribution opportunities will also be utilised through partnerships where appropriate – in previous years the map has been distributed via Caravan Accessories, Outdoor World, Practical Caravan Magazine and Trespass.
Book your space...

By phone, email, online, or complete and post back the form below to book your space in this year’s map

Please book the following space for me on the 2020 Caravan and Camping map

- Tourist Attraction advert .............................................................................................................................. £310
- Image Entry ........................................................................................................................................................................ £375
- Display advert ............................................................................................................................................................... £520

*All Prices subject to VAT

Title: Mr □ Mrs □ Ms □ Other □

Name ..................................................................................................................................................................................................................................

Company Name ..............................................................................................................................................................................................

Address .............................................................................................................................................................................................................................

........................................................................................................................................................................................................................................................

Town / City ...............................................................................................................................................................................................................

County ...............................................................................................................................................................................................................................

Postcode ......................................................................................................................................................................................................................

Signature ......................................................................................................................................................................................................................

This signature confirms the above is authorised to book on behalf of the company and accepts PSP Media Group’s Terms & Conditions

To book

Visit: www.pspbookings.com/ccpm.html
Call: 0141 353 2222 Email: sales@psp.uk.net
Or post this page to: PSP Media Group Ltd, PSP House, 50 High Craighall Road, Craighall Business Park, Glasgow G4 9UD