



Rates

Visitor Information Panels 2023

A cost-effective way to reach **15 million** visitors & residents every day throughout the New Forest



www.thenewforest.co.uk

Visitor Information Panels (VIPs)

Effective advertising made easy!

Visitor Information Panels are a highly attractive and efficient method of reaching millions of New Forest visitors and residents throughout the year. The panels are located across the Forest at high footfall sites in all the major towns and villages, and at all Camping in the Forest sites.

Towns and Villages

Each VIP is double-sided.

Side 1: Welcome New Forest (on all Town & Village locations)

An opportunity for your advert to reach visitors all over the New Forest, includes a map of the area, ideal for all visitor economy businesses. These panels are also displayed at other member businesses, ie Paultons Park.

Side 2: Town & Village (individual locations)

Ideal for local shops, restaurants and other services within a short distance of the VIP site.

Location, location, location...

Towns and Villages

- Barton-on-Sea
- Beaulieu
- Brockenhurst
- Burley
- Fordingbridge
- Hythe
- Lymington
- New Milton
- Milford-on-Sea
- Ringwood

Artwork

Artwork sizes

Town and Village panel: 180mm x 120mm landscape. Campsites panel: 164mm x 130mm landscape.

VIP Rates (excl of VAT)

Advertisement requirement (please tick relevant box)	GNF Member	Non-Member
Individual Towns & Villages	£98	£118
Individual Campsites	£98	£118
All Towns & Villages	£452	£585
All Campsites	£452	£585
All locations (Towns & Villages & Campsites)	£819	£1076

Advertising spaces are limited and sold on a first come first served basis.

Closing date for forms and artwork/copy: **WEDNESDAY 15 MARCH 2023**

Forest Campsites

Each VIP is single sided and includes a map of the New Forest and other useful information. Ideal advertising opportunities for all attractions, pubs, cafes, restaurants, shops and services.

Up to 12,250 people per night stay at our campsites.



Camping New Forest

- Aldridge Hill
- Ashurst
- Denny Wood
- Hollands Wood
- Holmsley
- Matley Wood
- Ocknell
- Longbeech
- Roundhill
- Setthorns