

WELCOME TO

OUT & ABOUT essential guides



CBW's Out & About magazine serves the tourism needs of the coach operator in a unique, informative and fresh style. In 2007 7 million people went on holiday by coach, generating £1.15 billion revenue across the regions. Read by coach operators who run fleets of 6+ vehicles and operate coach holidays, tours, day trips and group travel, this is a lucrative audience for any attraction, hotel group, tourist board or travel company.

As an added extra, and additional resource for our readership Rouncy Media will be publishing four Essential Guides in 2010.

Every quarter Out&About will produce an Essential Guide focussing on key areas i.e. The Essential Guide to London. These indispensable aids help the operators plan ahead as the guides are packed with hundreds of ideas and details of just some of the attractions that the areas have to offer.

Published by the team behind industry-leading publications Out & About and Coach and Bus Week (CBW)

The Essential Guides are:

- Comprehensive guides - packed with more ideas and details for the coach operators
- Easy to use symbols for all venues and attractions
- Practical and usable A5 size publication
- Limited advertising sites to enhance response

2010 Timetable

March 2010 - Essential Guide to Festivals

This essential guide will focus on a variety of festivals - from comedy, to film, to music in 2010. Featuring the Edinburgh Festival Fringe, the biggest arts festival in the world, with something for everyone: theatre, comedy, music, dance, exhibitions right through to , this is a must read for coach operators wishing to capitalize on this lucrative marketplace and therefore a must for advertisers within this sector.

Booking Deadline: February 26th 2010
Copy Deadline: March 17th 2010
Publication Date: March 31st 2010

June 2010 - Essential Guide to Christmas

This essential guide will be focussing on everything festive - from shopping centres to Christmas markets, to carol concerts and pantomimes.

Booking Deadline: May 28th 2010
Copy Deadline: June 16th 2010
Publication Date: June 30th 2010

September 2010 - Essential Guide to School Travel

This essential guide will provide school travel organisers with everything they need to plan curriculum oriented travel. Featuring ideas for inspirational learning, English, Maths, Physical Education and Religious Education as well as educational day trips, this guide is all schools need to interest and inspire teachers and pupils alike.

Booking Deadline: August 27th 2010
Copy Deadline: September 15th 2010
Publication Date: September 29th 2010

December 2010 - Essential Guide to London

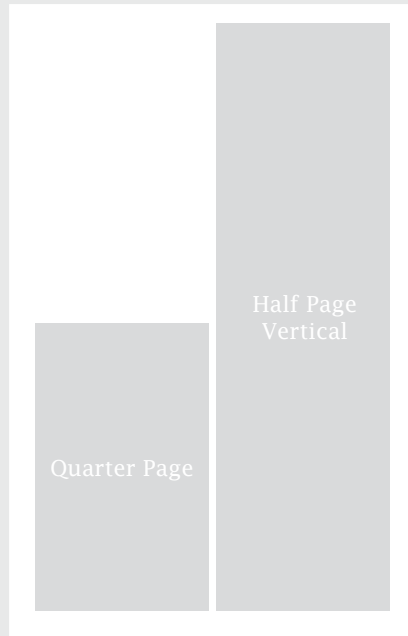
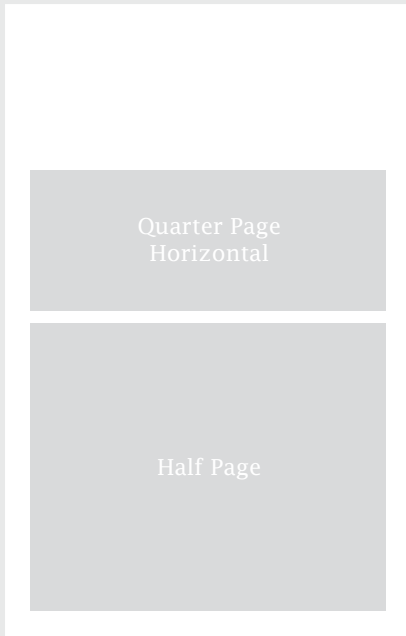
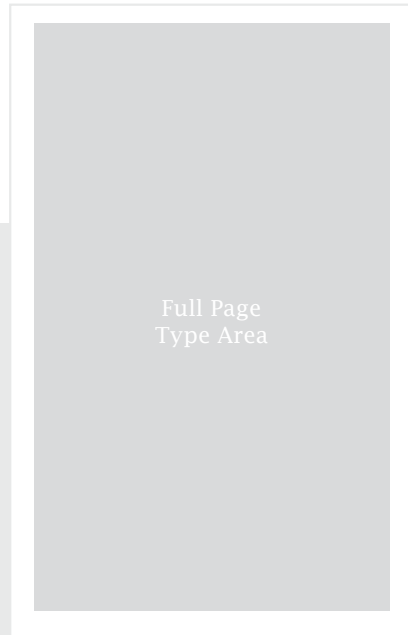
Back after popular demand the Essential Guide to London is again packed with more ideas and details of just some of the many attractions that London has to offer, including London's vibrant Theatreland - the premier theatre district in the world.

Booking Deadline: November 19th 2010
Copy Deadline: December 8th 2010
Publication Date: December 22nd 2010

Rates:

Full Page: £1250
Half Page: £800
Quarter Page: £500

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