

Dear Holiday Advertiser,

I have pleasure in enclosing the latest media pack for the **Christian Holiday Guide 2011**.

We are delighted to announce our circulation has increased from 34,000 to **38,000** copies – with additional copies going into The Baptist Times. You will also be pleased to know we have held the advertising rates from 2010, and have expanded the advertising opportunities on our website.

We do hope you will join us in the 2011 Guide – a great way to advertise your holiday, conference or retreat venue, and providing you with the best reach across print and online.

## CIRCULATION 2011

- **17,000 FREE** with the January issue of **Christianity** – the independent non-denominational magazine read by church leaders and decision makers – this reaches an estimated 40,000 active Christians throughout the world.
- **6,000 FREE** with the January issue of **Youthwork** – read by Youthworkers who each, on average, work with around 30 young people. 150,000 young people are thereby influenced by this magazine!
- **10,000 FREE** with the January issue of **Woman Alive** – the UK's leading Christian magazine for women.
- **4,500 FREE** with **The Baptist Times** – the UK's only Baptist newspaper produced weekly, since 1855, with an estimated readership of over 24,000.
- **500 FREE** to the first callers responding to a special promotion on **Premier Christian Radio**.

## ADVERTISING OPTIONS

Enclosed you will find the latest media pack outlining advertising options and rates.

## PLUS FREE WEB ADVERTISING – [www.christianholidayguide.co.uk](http://www.christianholidayguide.co.uk)

Booking your advert into the 2011 Christian holiday Guide will also entitle you to a free online listing to include:

- Your holiday guide advert online
- Venue address and location
- Venue description and contact information
- Hotlink to your website
- Active email

## NEW FOR 2010/11 – ADDITIONAL ON-LINE ADVERTISING

Enhance the presence of your venue with extra advertising on the Christian Holiday Guide website. Options include banner or skyscraper adverts, which can be placed on the page of choice or for your region.

I look forward to speaking to you soon to discuss your venue. In the meantime if you would like a sample copy of any of the above magazines or the 2009 Holiday Guide, please feel free to contact me.

Yours sincerely

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