

STRAT > FORWARD NEWSLETTER

Issue 2 : 19 January 2017

Brand New Visitor Guide To Showcase Stratford Across UK

The Herald's Stratford Visitor Guide for 2017 has hit the streets this week. The guide, which showcases things to do in the town as well as where to stay, shop, eat and drink is now being distributed throughout the town... and the UK.

The guide has once again been produced by the team at The Stratford Herald - but has a new look - being produced in a handy A5 size. Also new for this year... Stratforward and Shakespeare's England have joined with The Herald to assist with distribution ensuring it has maximum impact in the town and across the UK.



Town Host Shan Smith

35,000 copies of the guide are currently being distributed to Tourist Information Centres across the country, Birmingham Airport and to points along Chiltern Railways.

In Stratford it is available from The Herald offices, the Tourist Information Centre and any Town Host. For the first time Town Hosts will be carrying the guide to distribute to visitors to the town while they are on patrol.

Shan and the Town Host team are currently delivering stocks of the guide to hotels, attractions, shops, bars and restaurants in town who would like copies for their customers. If you would like copies - or restock copies - just stop a Town Host or ring the BID office on 01789 268291

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And Talking About 2017We're Gearing Up For Our 2017 Festivals

The Stratforward Team are already working on three of the biggest events that will take place in Stratford this year - The Stratford Festival of Motoring in the Spring, the River Festival in the Summer and the Food Festival in the Autumn.

Tens of thousands of visitors descend on the town for each of these events every year. The events team are already taking bookings for advertising space in the official brochures produced for each event, each with a print run of 50 000. BID members can get discounted advertising rates - and the more brochures you go in the better value it is! [See pages 5 & 6 for prices](#)

They are also taking initial applications for stalls at the River Festival. BID members will once again get priority allocations and reduced rates for stalls.

Fill in the application form for a stall here www.stratforward.co.uk/events/stratford-river-festival/exhibitors If you are interested in running one of the bars, put in your tender by March 19th – see the Alcohol Tender form also on the website.



Please let us know if you have any questions. Email Ruth and Tor on ruth@stratforward.co.uk

BID Members Welcome At Stratforward AGM

BID members are all welcome at the AGM (for the 2015/16 financial year) which takes place at 6pm on the 24th January at The Falcon Hotel.

The AGM itself will be short with an opportunity for businesses to feedback, but the main part of the evening (from 6.30pm onwards) will be a free social media training session for BID members. Refreshments will be available (twitter is more fun with a glass of wine), so we look forward to seeing you there. Members who just want to come for the social media session are welcome – **we understand that not everyone wants to 'attend' an AGM.**

If you can't make either, then don't worry, we are planning more events to help businesses (on topics like social media) and the team are happy to come and talk to you about any ideas or issues you have.

Development Plans For Stratford Under Spotlight on Friday

Infrastructure Plans in and around Stratford falls under the spotlight at Stratford Business Forum's **#BIGbreakfast is this Friday (January 20th)** at the Shakespeare Hotel. Robert Vaudry - Cabinet Member at Stratford District Council for Housing and Infrastructure is the main speaker. To book visit www.stratford-business-forum.co.uk



Focus On Pride of Stratford Awards - Top Tourism Events And Attractions Up For Gongs



Some of our town's top attractions are battling it out for the 'Tourism Initiative of the Year' gong in this year's Touch FM Pride of Stratford Awards.

Stratford's own popular River Festival, which won the award last year, has been shortlisted as a finalist again this year.

The eighth annual River Festival in 2016 brought 60,000 people to Stratford, with traders reporting it as their best year yet.

The event is up against fellow finalists and popular attractions Stratford Butterfly Farm, **Shakespeare's Celebrations 2016** and **Shakespeare's New Place in the category** - all of which brought hundreds of thousands of people to the town last year.

Tourism Initiative of the Year is just one category in the Pride of Stratford Awards, whose winners will be announced at a glittering ceremony on February 3rd at The Crowne Plaza in Stratford.



River Festival



Shakespeare Birthday Celebrations



Stratford Butterfly Farm



Shakespeare's New Place

Dates for your diary!

If you have an event you would like us to list here please email Sandi on
sandi@stratforward.co.uk

January

to 21st The Tempest (RSC)
22nd RST auditorium closes for building works (RSC open)

February

3rd Pride of Stratford Awards
14th Valentine's Day
18-26th Warwickshire schools half-term
23rd Snow in Midsummer opens (Swan)
27th Fair Trade Fortnight begins

March

3rd Julius Caesar opens (RSC)
11th Antony and Cleopatra opens (RSC)
13th Stratford Races – Irish Day
25th Stratford Races
26th Mothering Sunday
26th British Summer Time begins
26th England v Lithuania (World Cup qualifier – Football)



30th April & 1st May 2017



1st & 2nd July 2017



22nd to 24th September 2017

Contact Us - Give us a call for more information about our services and products

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Visit us on the web at
www.stratforward.co.uk

BID Member Advertising Opportunities 2017

Book now to advertise in four Stratforward publications for great value!

Each brochure has a print run of 50,000. Make the most of your BID member discounts – the more brochures you advertise in the greater the discount!

50K print run, mainly delivered door to door within a 20 mile radius of Stratford, the remainder is distributed in Stratford town centre.



STRATFORD FESTIVAL OF MOTORING

Sunday 30th April & Bank Holiday Monday 1st May

Advertising deadline 22nd March

STRATFORD RIVER FESTIVAL

Saturday 1st & Sunday 2nd July

Advertising deadline 15th May

STRATFORD TOWN CENTRE FOOD FESTIVAL

Friday 23rd, Saturday 24th and Sunday 25th September

Advertising deadline 9th August

CHRISTMAS-UPON-AVON BROCHURE

Advertising deadline 17th October

Brochures will also available on line at www.stratforward.co.uk

Events are supported with press releases, social media & advertising etc.

BID Members Rate Card 2017



Print run of 50,000 full colour A5 brochures.

Advertising cost per brochure:

Full page £500, half page £250, quarter page £125. Ex VAT.

Brochure back cover - £750 (subject to availability)

BID Member Rate Card

Discount

Cost per

Full page

1/2 page

1/4 page

4 brochures - 40% discount

£300.00

£150.00

£75.00

3 brochures - 30% discount

£350.00

£175.00

£87.50

2 brochures - 20% discount

£400.00

£200.00

£100.00

1 brochure - 10% discount

£450.00

£225.00

£112.50

Prices ex VAT

*Great value
advertising!*

Payment must be prior to advertising deadlines.

For questions or to book call 01789 299011 or email ruth@stratforward.co.uk

When supplying artwork please follow these guidelines:

Artwork Specification

- Supply image at 300dpi at 100% print size.
- Preferably it should be print ready CMYK pdf with crop marks.
- If a jpg then supply CMYK format, & not saved with compression.

Advert Dimensions: (width x height)

- Full page: 128mm x 190mm
(Actual page size 148mm x 210mm with 3mm Bleed)
- Half page: 128mm x 92mm
- Quarter page: 61mm x 92mm

