

Pure Outdoor Ltd.  
Unit 3 Rock Mill Business Park  
Stoney Middleton  
Derbyshire  
S32 4TF

To whom it may concern,

I hope this finds you well and preparing for a great winter 2011 period. Our 2012/2013 24 page brochure is now being designed and is being prepared for our 31<sup>st</sup> November deadline. For those of you who do not know who we are, Pure Outdoor Ltd is one of the Peak Districts leading outdoor pursuits providers for adults and families in the Eastern Peak District area. We are a unique outdoor pursuits company in that we offer our courses mainly to adults and offer a training centre facility in the heart of the Peak District at Stoney Middleton.

Pure Outdoor has grown rapidly over the last 18 months with us bringing over 100 tourists and regulars up to the Peak District each month in the summer periods. Most of these are a captive audience of outdoor lovers, most of which are looking for a place to stay, many are up on holiday and want to find some nice places to eat and sleep on an evening and all of them need new outdoor kit after attending a course with us where we discuss equipment and outdoor clothing etc.

We are offering local businesses, shops, B&B's hotels etc. a chance to advertise in our new brochure which will be having a run of 10,000 copies and will have a shelf life of approximately 18 months. Immediately upon printing the brochure will go out to our regular mailing list of approximately 1000 clients. The remainder will be left in outdoor shops throughout the Peak District, tourist information centres and will be posted to all potential customers enquiring through our website. For those of you that have previously had free accommodation listings on the website, unfortunately we are now ending this service as it is now a charged service and rates are available below.

Advert Size	Brochure Position	List Price	12 month Internet Advert Bolt-On (Available for Accommodation Only)
60mm x 170mm	Page 1 Index and Introduction Page  Graphic Advert	£300.00	£50
90mm x 90mm	Page 5 "The Peak District Training Centre"  Graphic Advert	£200	£50
90mm x 90mm (2 Available)	Page 18 "Local Facilities and Accommodation Listings"  Graphic Advert	£200	£50
90mm x 90mm (2 Available)	Page 19 "Local Facilities and Accommodation Listings"  Graphic Advert	£200	£50

Accommodation Listing 85mm x 20mm Text only 1 Line Title and 2 lines of detail	Page 19 "Peak District Local Facilities and Accommodation Listings"  Text Listing	From £75-£150 per accommodation listing depending on list priority. 8 listings maximum	£50
60mm x 80mm (2 Available)	Page 24 "Useful Information Page"	£150	£50

We also have on offer the opportunity for a business to sponsor the automatically generated emails that go out to all of our customers who have made a booking with Pure Outdoor. We are open to offers for this slot but would be looking at approximately £40-50 per month.

### Sample Brochure Design



We are happy to send you some more detailed pages from the brochures draft copies if you are interested in advertising with us, we are also happy to design artwork for your company if you wish to send us images and the required text. We will provide this design service free of charge.

As I previously mentioned, our deadline is the end of November. We will be going to print at the start of December ready to get the brochure sent out with all Gift Voucher information prior to the mid-December rush.

If you would like your advert to take the best position in this brochure please get in touch as soon as possible. Please do not hesitate to get in touch should you have any enquiries.

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