



18th October 2006

Dear Colleague

Advertise your business in the 2007 Sailing & Cruising Guide to Wales from as little as £110 plus vat!

'**Sailing & Cruising Guide to Wales**' is the official guide used by Wales Watersports International and Visit Wales to promote the country as a leading marine leisure destination. This guide has been designed to provide readers with inspirational information and pictures which will encourage them to plan, book and enjoy their sailing and cruising in Wales.

This is a great opportunity for you to promote your business in 50,000 copies of the official Sailing & Cruising Guide to Wales which will be our main promotional brochure during 2007 at the following events:

- o London International Boat Show
- o Outdoor Show - NEC, Birmingham
- o Dublin Holiday World
- o Dublin Boat Show
- o Southampton International Boat Show
- o And at the many events attended by Visit Wales

And through the following marketing activity:

- o Insertion campaign with major UK watersports publications
- o Direct Mail
- o Tourist Information Centres throughout Wales, Midlands, North West England and South East England
- o Listed in Visit Wales campaigns and publications
- o Regional watersports events throughout Wales and the Midlands

A great and cost effective way to promote your business throughout the whole of 2007!

Book by the **6th November** to secure your advert.

Yours faithfully

Jim Wilson
Director

BOOKING HOTLINE 0845 087 3287

