

# Become a British Travel Awards Voter Prize Draw Partner and place your brand in front of Reach Solutions newspapers and online readership.



Our national media partner - Reach Solutions has offered unprecedented access to advertising space with over 200 inserts and editorial coverage across their national, regional newspapers and companion websites to promote the British Travel Awards.

This exposure will reach a vast audience and offer competing companies the opportunity to address them by becoming a **Voter Prize Draw Partner**.

This campaign runs throughout the voting cycle from **24th June to 29th Sept**. Its primary purpose - to drive consumers to the British Travel Awards website and vote. As a condition of the offer, all advertisements are overlaid with the British Travel

Awards template.

You are free to determine the message of your advertisement copy but you must not imply that voters can only win a prize if they vote for your company.



## Editorial Inclusion

Reach Solutions columnists will feature the British Travel Awards throughout the voting cycle and are eager for stories that engage their audience with the consumer voting programme. What

could be more relevant than to build an editorial profile around your company initiated by the possibility of their readers winning your prize? **So - the bigger the prize, the more media interest it will generate.**

**We have five advertisement packages available starting from as little as £1,278, which combined with your prize offering with a value of at least £500 represents incredible value for money.**

Advertisement format:

Your artwork overlaid with the BTA prize draw footer.

Advertisement sizes:

National titles:  
(Classified)  
80mm x 4 columns

Regional titles:  
(Run of paper)  
100mm x 4 columns

150 (4 columns) x 100mm regional newspaper ad dimensions

**This exclusive opportunity is only available to companies that have registered as nominees in the British Travel Awards 2024. For maximum benefit from this offer contact us by now so your prize is published for the life of the voting cycle.**

# Become a British Travel Awards Voter Prize Draw Partner and place your brand in front of Reach Solutions newspapers and online readership.



The voter prize incentive advertisement space is guaranteed and the newspaper titles and insert dates will be at our discretion. Editorial features will be coordinated by our Media Liaison Manager who will contact you if a newspaper wants to feature your prize (any editorial features will be determined by the travel editor of each title).

## National newspaper titles

- ★ Daily Mirror & Sunday Mirror
- ★ Daily Express & Sunday Express
- ★ Daily Star & Daily Star Sunday
- ★ Scottish Daily Record
- ★ Sunday Mail

## Regional newspaper titles

- ★ Birmingham Mail
- ★ Birmingham Post
- ★ Liverpool Echo
- ★ Loughborough Echo
- ★ Manchester Evening News
- ★ Saturday Extra
- ★ Surrey Advertiser
- ★ The Chronicle
- ★ West London Gazette Series
- ★ Western Mail

Options Ads run between 24-Jun and 29-Sep	Publishers Rate Card Average	BTA Prize Partner Price
Option A 2 x national ads 4 x regional ads	£9,047	<b>£2,714</b>
Option B 2 x national ads 2 x regional ads	£7,154	<b>£2,146</b>
Option C 1 x national ad 3 x regional ads	£5,470	<b>£1,915</b>
Option D 2 x national ads	£5,260	<b>£2,104</b>
Option E 3 x regional ads	£2,840	<b>£1,278</b>

## Additional Prize Draw Partner Benefits

As well as your selected advertising option, every package includes:

- ★ Prize details posted on [www.dailymirror.co.uk/travel](http://www.dailymirror.co.uk/travel) website.
- ★ Full details of your prize offering including your logo and prize image on the Prize Chest page of the British Travel Awards website from 24th June (or agreement date if later) until 29th September 2024.
- ★ Prize image, your logo and prize headline on the British Travel Awards home page slideshow as the above dates.
- ★ One seat at the British Travel Awards Gala Ceremony in November 2024 (value £510 plus VAT) for every option booked.
- ★ Prize image, your logo and prize headline on the British Travel Awards post-awards website, voters prize draw winners page, until nominations open for the 2025 awards.

To show existing and potential new customers how much you value their votes sign up as a British Travel Awards Voter Prize Draw Partner TODAY.

Either complete and submit the order form or supply the required information in an email to:

[lorraine@britishtravelawards.com](mailto:lorraine@britishtravelawards.com)

or for more information call Lorraine  
+44 (0)7557 951027



**i** As supporters of the UK travel and tourism industry and the British Travel Awards; Reach Solutions will be promoting the British Travel Awards extensively. Editorial about the various categories and the competing companies will be featured throughout the voting cycle. The Reach Solutions travel team may contact you soon to discuss promotional opportunities which we urge you to consider in order to maximise your positioning within the UK holiday market. But as always, how you promote your status as a British Travel Awards contender is up to you.

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### Voter Prize Draw Partner Order Form

**This exclusive opportunity is only available to companies that have registered as nominees in the British Travel Awards 2024. For maximum benefit from this offer contact us now so your prize is published for the life of the voting cycle.**

Please complete the details below and submit this form:

Company name:

Authorised by:

Email address:

I would like to proceed with the Voter Prize Draw Partner option:

**Option A** - 2 x national ads + 4 x regional ads @ £2,714 + VAT

**Option B** - 2 x national ads + 2 x regional ads @ £2,146 + VAT

**Option C** - 1 x national ad + 3 x regional ads @ £1,915 + VAT

**Option D** - 2 x national ads @ £2,104 + VAT

**Option E** - 3 x regional ads @ £1,278 + VAT

What is your prize offering:

Number of pax?

Black-out dates?

Restrictions?

Expiry date?

Picture and logo can be supplied? Yes No

Please also supply on a separate sheet if necessary (or include in your email): Up to 100 words description of your prize, prize terms and conditions and a press release about your prize that you consider would be of interest to our media partners.

Upon receipt of your order we will contact you to cross the T's and dot the I's. If you require any additional information please call Lorraine on **+44 (0)7557 951027** or email **lorraine@britishtravelawards.com**