

Heart of Devon advertising 2006

MONTH	PUBLICATION	ADVERT	CIRCULATION	AGENT	RESPONSE
January	Enjoy a Uk Break Card Deck	Card Deck	500,000	Paul Raybould	1744
January	Enjoy a Seaside Holiday Card Deck	Card Deck	500,000	Paul Raybould	2012
August	Enjoy a UK Autumn Break Card Deck	Card Deck	400,000	Paul Raybould	779
Jan-Mar	The UK Holiday Collection - One	Brochure Panel	185,000	Paul Raybould	1769
Apr-July	The UK Holiday Collection - Two	Brochure Panel	80,000	Paul Raybould	1767
February	The UK Family Holiday Collection	Brochure Panel	40,000	Paul Raybould	238
April	The UK Premier Holiday Collection	Brochure Panel	80,000	Paul Raybould	607
August	UK Autumn Breaks collection	Brochure Panel	150,000	Paul Raybould	862
April	Travel & Leisure Magazine	Brochure Panel		Direct	6
Jan - Dec	Planning a UK Holiday	Brochure Panel	250000	Riviera Media	3140
Jan - Dec	Holiday Guide Finder	Brochure Panel	TBC	Riviera Media	480
	Discover Devon Holiday Line				6009
	SWT Brochure request Line				445
	Radio Times				10
	Unkown Source				108
	Newspaper general				1
	TIC request				15
	Internet				24
	Word of mouth				9
	Directory Enquiries				7
	Client request				288
	Unavailable code				3
	Magazine general				1
	BrochureLink				163
	www.quickbrochures.co.uk				152
	www.essentialdevon.com				49
	www.citybreaks.org.uk				1123
	www.information-britain.co.uk				2
					21,813

December	Questionnaire returns - MDDC	1,726	
December	Requests for further information	18,758	
January	Glasgow Holiday & Travel Show	1,039	<u>21,523</u>
January	MDDC	2,600	<u>2,600</u>
TIC			
LOCAL			
	Mid Devon TIP / TIC's	750	
	Exeter	6,000	
	Totnes	100	
	Newton Abbot	175	
	Budleigh Salterton	300	
	Exmouth	100	
	Sidmouth	100	
	Tiverton	300	
	Ottery St Mary	500	
	Seaton	100	
	Honiton	285	
	Seaton	200	
	Dawlish	400	
	Teignmouth	200	
	Axminster	200	
	TOTAL		<u>9,710</u>
TIC			
NATIONAL			
	Rest of UK		<u>44,163</u>
		TOTAL	<u>99,809</u>