

The Truro Guide

Content, distribution and advertising policy

Overview

The new branding initiative for 'Truro – our great little city' – has at its core a new tri-annual publication replacing the existing once-a-year guide. Publishing three key times a year means three times as much seasonal and topical content – we have termed it a Guideazine – a hybrid between a guide and a magazine. The former is more useful for visitors and the latter a welcome media newcomer for locals. The aim of the guideazine is to promote brand Truro, and raise its profile as a must visit destination. It will be a highly visible presence across the county.

Circulation & Distribution

The guides will be distributed throughout Cornwall in supermarkets, hotels, tourism racks, TIC's, attraction gateways, as well retail outlet and cafes throughout the city centre. Issue one will have a print run of twenty thousand, issue two and three will be increased to forty thousand each, to take into account the busy summer and festive seasons – that's a hundred thousand a year, a 66% increase on previous years.

Features & Advertising

Advertising opportunities will be available to businesses in retail, food and drink and tourism sectors that are based within the Truro city and BID area. Although features will not be decided based on who is advertising in the guideazine, being able to include content, where appropriate, for businesses that are supporting the publication will be a consideration.

The guide aims to showcase the very best of what Truro has to offer. Each issue will have a seasonal feel with content that covers the following themes: shopping, activities, parks and gardens, accommodation, events and entertainment, wider Truro district, food and drink, arts and culture.

Publishers

The Truro Guide is published through a partnership between Truro City Council and Truro Business Improvement District (BID). It is produced for them by Wolf Rock Marketing who direct and manage the content and its presentation. They work closely with an editorial board which includes members of the Truro Partnership, the BID Committee and representatives from Truro City Council and Visitor Information Services. Clearly there will occasionally be debates on emphasis, fairness and an understanding of other sensitivities but ultimately, the content will be insightful, engaging and useful for both visitors to the area and in-county residents, whilst reaffirming the core brand values of Truro.