



A quarterly publication celebrating the very best of Bristol's historic Harbourside

“The new Shipshape magazine is a great read. It's proving very popular with At-Bristol customers, who are often seen scanning the articles over a cup of coffee in our café. The magazine provides a really informative and colourful overview of what makes Bristol's Harbourside a vibrant and exciting place to be.”

Kerrie Grist

*Press and PR Manager,
At-Bristol*

Editorial: info@shipshapebristol.co.uk

Advertising enquiries: jason@thegroupofseven.co.uk

Shipshape online: shipshapebristol.co.uk



Welcome to Shipshape – the new magazine dedicated to Bristol’s beautiful historic Harbourside. Our aim is to promote, applaud and celebrate the thriving waterside community through thought-provoking editorial, beautiful photography and entertaining interviews.

Do we need another magazine?

Good question, and one we’ve asked ourselves several times. In short, things are looking good for the Harbourside – and it’s only going to get better with the opening of the new Museum of Bristol this year – so it seems timely the area had its very own publication. Count the restaurants, museums, historical landmarks and entertainment venues that stretch along the water’s edge from Temple Meads to Hotwells and you’ll see what we mean.

Add to this the growing number of arts festivals that take place in and around the Harbourside every single year and you can see the potential for producing an exciting, packed publication for thousands of visitors and city dwellers.

It just so happens that we’re huge fans of the area ourselves. The magazine has strong links with the people who live, breathe and love the Harbourside, so it really is a labour of love.

“Shipshape has been really popular with both visitors to Bristol and residents looking to explore what’s on their doorstep – the summer edition flew out the door like hot cakes! People are already popping in and asking when they can pick a copy of the next one.”

**Bristol Tourist
Information Centre**

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Shipshape magazine

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The Shipshape story

Our magazine provides advertisers with the opportunity to reach thousands of potential customers every single quarter and increase the visibility of your brand in the area.

- The Arnolfini attracts half a million visits every year
- 200,000 people made their way to Bristol Harbour Festival in 2010
- The new Museum of Bristol is expecting in excess of 250,000 visitors annually

12,000 copies of Shipshape are distributed throughout the Harbourside's leading tourist destinations, restaurants, hotels and accommodation, including Glassboat, Bordeaux Quay, Bristol Ferry Boats, Spyglass, At-Bristol, Watershed, Arnolfini Café, Blue Reef Aquarium, Brunel's ss Great Britain Café, Clifton Lido and the new Tourist Information Centre.

The magazine is A4 letter sized (215mm x 279mm), 32 pages and printed full colour on 130gsm uncoated FSC-approved stock with 12,000 copies distributed throughout the Harbourside in staggered drops during the issue cover dates. Archive copies are available on request.

A website providing a digital archive of past issues and additional exclusive content is live at www.shipshapebristol.co.uk.

"Shipshape has been one of the best received city publications by our hotel guests. Many of them have used it to plan an itinerary while they are with us and quite a few have taken a copy away so that they can use it to plan a return visit. A perfect solution for us all!"

Yvonne Colgan

*General Manager, Mercure Bristol
Holland House Hotel & Spa*

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Display advertising

Inside front cover - £450 + vat
Inside back cover - £450 + vat
Outside back cover - £500 + vat

Full page - £400 + vat
Page size: 217mm wide x 279mm tall
Copy area: 197mm wide x 259mm tall
Bleed area: 223mm wide x 285mm tall

1/2 page - £250 + vat
Horizontal: 195mm wide x 127mm tall
Vertical: 95mm wide x 260mm tall

1/4 page - £150 + vat
95mm wide x 127mm tall

The Shipshape Directory

Each issue of Shipshape includes a four-page directory section, profiling the area's top eating and leisure establishments. Four to a page, each profile includes an image, 100 words of profile copy and additional information such as opening times and exclusive Shipshape offers.

Single issue entry: £200 + vat/issue
Double issue entry: £190 + vat/issue
Triple issue entry: £180 + vat/issue
All four issues: £175 + vat/issue

Magazine inserts

Price on application.

Artwork

Ideally all advertising artwork should be supplied digitally as a CMYK 300dpi pdf with all spot colours converted to process. Images should be CMYK and supplied at 300dpi, the pdf needs to be print optimized with crop marks and all fonts need to be embedded. A hard copy of the advert should be supplied alongside the digital version when possible to ensure all tints and shadows are as intended. A processed pdf proof of each advert will be sent to the party responsible for the booking and signed off prior to print.

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Shipshape distribution

12,000 copies distributed throughout Bristol's historic harbour



Please note this diagram illustrates a selection of the current Shipshape distribution points (as of 1 February 2011) and is not meant as a comprehensive guide.