

CLACTON AIRSHOW



23rd and 24th August 2018

2018 will once again see the award winning seafronts and west greensward be transformed over two days into a fun filled display/event site and flight viewing area. The event site will welcome in the region of 250,000 visitors wowing the crowds with Impressive aerobatic displays whilst a whole host of exhibition stands, food court and on-site entertainment are available at ground level.

Twilight flights will take place once again on Thursday followed by a spectacular fireworks display at Clacton Pier.

The Airshow generates over £4m a year to the local economy from both holiday makers who planned their visits around the event and revenue bought in from within the immediate vicinity.

Following the success of last year, Newsquest have again been asked to partner the event and produce the programme for 2018.

Headline Data:

- A4 product – (Niche A4).
- 10,000 copies – this is the official programme which has a cover price of £5 – these are sold by the Councils own team.
- Printed on high quality magazine stock – pagination of 76 pages (inc cover).
- Content includes News, Flight schedule, timing and aircraft information.
- In the lead up to the event Newsquest will be running regular news stories in all relevant titles and websites with a detailed preview the week before; in addition there will be live reports, photos and tweets across the two days via websites and social media pages.

Confirmed Flights:

- RAF Red Arrows
- Bremont Great War Display Team
- RAF Typhoon
- Strikemaster
- Muscle Biplane

Target Advertisers:

Any and all businesses in the area or who want to be associated with the event/brand and want to capitalise on the biggest tourism event in the region.

Costs:

Full Page £400

Half Page £300

Quarter £200

Back Page £550

Inside front £500

Inside back £475

Deadlines are as follows:

Plan Deadline: Friday 13th July 10am

Ad booking deadline: Tuesday 31st July 10am

Editorial deadline: Friday 27th July 10am

Ads complete by: Thursday 2nd August 12 noon

Delivery on: Friday 10th August

Mech Data

Full Page Bleed 303mm x 216mm

Full Page 280mm x 216mm

Half Page 135mm x 216mm

Quarter Page 135mm x 94mm

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