

Dear

HAQ Publishing have been producing directories now for 27 years including Classic Car, Motorbikes, Antiques, Collectables & Memorabilia, and Boating & Water Sports, and we are now putting together the fifth edition of the Camping and Caravan and Motorhome Directory to be published in August 2009.

Whether you're professional, amateur or just a keen enthusiast – buying or selling – this directory will offer all the contacts you could possibly need to pursue your interest and advertise your services or very existence.

The format will be unique in its simplicity – The directory will include a holiday park guide at the front, then and then will be split into approximately 7 sections with relevant subheadings in each classified section.

Sections include:

1.	CARAVAN / CAMPING / TOURING/HOLIDAY PARKS & SITES
2.	ACCESSORIES & EQUIPMENT
3.	CARAVAN / MOTORHOME - DEALERS, SALES & HIRE
4.	CARAVAN / MOTORHOME - REPAIRS, RESTORATION & SERVICE
5.	CARAVAN / MOTORHOME – SERVICES
6.	OUTDOOR LEISURE / ACTIVITIES
7.	TENTS / AWNINGS

Phased distribution throughout the year.

Phase 1 and Continuing throughout the year.

The directory will be made available FREE to the general public at Shows, Exhibitions including The National Boat, Caravan and outdoor show at the NEC and also Excel. Further to this it will be distributed at caravan & camping parks and dealers of caravans & motorhomes around the UK. Distribution will also be online through Ebay & Amazon.

Phase 2 - Via WH Smiths retail outlets at a cost of £3.75

Phase 3 - 544 Independent newsagents throughout the country.

We will publish in August 09. You will not be invoiced for your advertising until then when you will be sent a complimentary directory with you bill, along with your entry you will receive a free listing on the website directory – this will go live at the same time. The directory will run for one year, its glossy format with relevant editorial offering both long shelf life and extra readability.

Yours Sincerely,

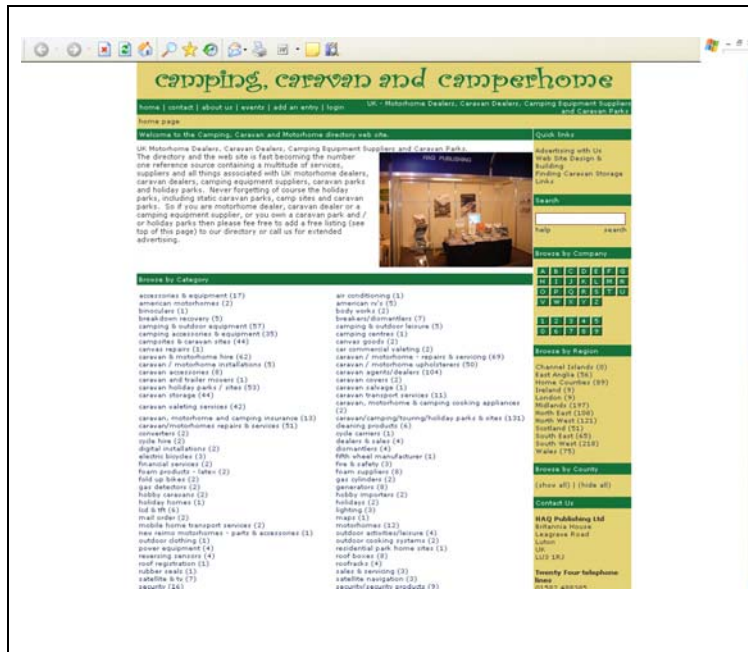
HAQ Publishing – Sales
01582 488385

camping, caravan and motorhome

HAQ
PUBLISHING LIMITED

www.outdoorholiday.co.uk

248,000 HITS A MONTH ON OUR WEBSITE & INREASING!



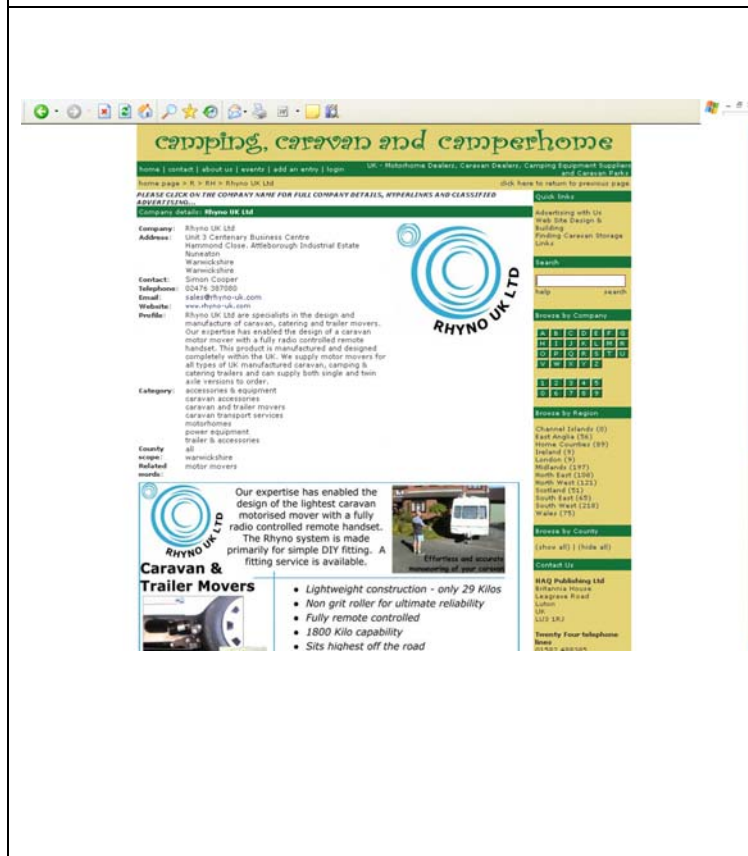
HOME PAGE

All our on-line directories are easy to navigate and are Search engine friendly

On the home page you can search for companies :

via classified heading
via county / town
alphabetically via county / town
via county / town

or free text search



GOLD PACKAGE - Up to 10 classified headings, National coverage across all counties, 150 word company profile, Company logo image, display advertisement image, hyperlink, guaranteed first page position on the web site, Full access key (to edit / add or change your details adverts at any time during the year).

SILVER PACKAGE - Up to 5 classified headings, coverage across 3 counties, 70 word company profile, Company logo image, display advertisement image, hyperlink, Full access key (to edit / add or change your details adverts at any time during the year).

BRONZE PACKAGE - Up to 3 classified headings, coverage across 1 county, 50 word company profile, hyperlink, access key (to edit / add or change your details adverts at any time during the year).

ENTRY LEVEL PLUS PACKAGE - 1 classified heading, coverage across 1 county, hyperlink, 30 word company profile and Classified advertisement.

ENTRY LEVEL PACKAGE - 1 classified heading, coverage across 1 county, hyperlink, 30 word company profile.

HAQ Publishing Limited,

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Company Registration Number 1637485 since 1982

Celebrating



25 years in publishing

HAQ Publishing, full member :



Camping, Caravan and Motorhome Directory 2009/10

FAX BACK TO HAQ ON 01582 459 776

FROM (your name)				
Your company				
Your address				
Your Tel				
Your Fax				
Your web address (URL)		Http://www.		
Your email				
Your classified category				
Type		Directory Price (colour)	www Advert	Combined (www/ Directory)
CLASSIFIED AND WEB SITE ADVERTISEMENTS				
BOLD entry		£45.00	-	-
Boxed BOLD entry		£55.00	-	-
Boxed BOLD 30 word profile		£95.00	Entry Level	£130.00
Boxed BOLD 30 word Profile with Logo		£120.00	Entry Level	£140.00
½ Classified (20mmx91mm width)		£90.00	Entry Level Plus	£185.00
Full Classified (40mmx91mm width)		£180.00	Bronze	£270.00
Eighth Page (64mmx91mm width)		£230.00	Silver	£350.00
Quarter Page (133mmx91mm width)		£395.00	Silver	£460.00
PARK SECTION				
12cm x 6cm wide – Colour		£240.00	Entry Level Plus	£300.00
6cm x 6cm – Colour		£180.00	Entry Level Plus	£200.00
2 ½ cm x 6cm wide – Colour		£75.00	Entry Level Plus	£150.00
WEB DIRECTORY SECTION , in the hard copy directory (classified web banner advert 40mmx90mm width)				£90.00
RUN OF PAPER				
Half Page (133mmx190mm width), including Silver Web Package - see below				£900.00
Full Page (271mmx190mm width), including Gold Package - see below				£1,550.00
Double page spread				£2,600.00
Inside front cover / Back cover / Inside back cover				£POA
WEB ADVERTISING				
PLATINUM PACKAGE – includes all of the benefits of the gold package, Plus Home page banner				£600.00
GOLD PACKAGE – Up to 10 classified headings, National coverage across all counties, 150 word company profile, Company logo image, display advertisement image, hyperlink, guaranteed first page position on the web site, Full access key (to edit / add or change your details adverts at any time during the year).				£350.00
SILVER PACKAGE - Up to 5 classified headings, coverage across 3 counties, 70 word company profile, Company logo image, display advertisement image, hyperlink, Full access key (to edit / add or change your details adverts at any time during the year).				£250.00
BRONZE PACKAGE – Up to 3 classified headings, coverage across 1 county, 50 word company profile, Company logo image, display advertisement image, hyperlink, access key (to edit / add or change your details adverts at any time during the year).				£150.00
ENTRY LEVEL PLUS PACKAGE - 1 classified heading, coverage across 1 county, hyperlink, 30 word company profile, Company logo image, display advertisement image				£105.00
ENTRY LEVEL PACKAGE - 1 classified heading, coverage across 1 county, hyperlink, 30 word company profile.				£80.00
Home page Hot link (hyperlink and up to 5 words on home page of directory web site)				£150.00
Home page Advert Banner (Advert size 120 x 90 pixels) hyperlink, hyperlink text				£300.00
Content Management System Web Site - Please call for more detail				£350.00
Advertisement copy (Please select as appropriate)		We will send advertisement via post / email <input type="checkbox"/>	Please create advertisement from our website <input type="checkbox"/>	Other (Please specify)