



# Accessible Guide to Cornwall

## MEDIA PACK

Adverts from £95

## About the Accessible Guide to Cornwall

The Accessible Guide to Cornwall is an annual print and digital publication designed to help people with access needs confidently enjoy Cornwall.

Produced by Access Cornwall CIC, a disabled-led social enterprise, the guide supports both local residents and visitors to discover accessible places to stay, eat, visit and explore across the Duchy.

Every listing is informed by lived experience of disability, long-term health conditions and neurodivergence. This ensures the information is clear, practical, honest and genuinely useful for people who rely on accurate accessibility information when planning trips, days out and holidays.

For businesses, the guide provides a trusted, highly targeted way to reach a large, motivated audience actively planning where to go.



## Why Advertise in the Accessible Guide to Cornwall

Advertising in the guide connects your business with people who plan ahead, value trust and are more likely to become loyal, repeat customers.

### Key benefits include:

- Reach a highly motivated audience actively planning where to go
- Increase confidence and reduce walk-aways through clear visibility
- Build strong customer loyalty and word-of-mouth recommendations
- Achieve a strong return on investment – just a small number of bookings often covers the cost of advertising
- Demonstrate genuine commitment to inclusion and accessibility
- Support a disabled-led Community Interest Company reinvesting into the local community

The guide has a long shelf life and is frequently referred back to throughout the year, offering far greater longevity than most short-term advertising. The 2025 guide featured over 100 businesses across Cornwall.

## Audience Overview

Our audience includes:

- Disabled people with visible and hidden disabilities
- People with long-term health conditions
- Neurodivergent people, including autistic people and those with ADHD or dyslexia
- Older residents and visitors
- Families with disabled children
- Carers, support workers and companions
- Local residents seeking accessible everyday activities
- Visitors planning accessible holidays and days out

Readers of the guide are decision-makers. Disabled travellers typically visit with one or more companions and show strong loyalty to businesses they trust.



## Reach and Distribution

### Print:

- 10,000 copies distributed annually
- Distributed across Cornwall at tourist information centres, attractions, accommodation providers, supermarkets and community venues
- Estimated minimum print readership: 30,000 people

### Digital:

- Combined online, social media and newsletter reach exceeding 180,000 per year
- Average digital reach of 15,000 per month
- Active and growing presence across Instagram, Facebook and LinkedIn

**It is estimated that over 800,000 disabled visitors travel to Cornwall each year, most accompanied by friends, family or carers.**

## Advertising Options

To maintain quality and reader trust, advertising space is strictly limited and allocated on a first-come, first-served basis.

### **Option 1: Enhanced Listing £95**

- Business name
- Contact information
- Website and phone number
- Up to 100 words of copy
- One image

### **Option 2: Half page £250**

- Everything in Option 1
- Logo
- Extended description
- Half page advert

### **Option 3: Full page £450**

- Everything in Option 2
- Prominent ad placement
- Call to action
- Full page advert

## Sponsorship Opportunities

### **Guide Partner – £2,000 (1 available)**

- Logo on inside front cover
- Full page advert included
- Sponsor acknowledgement in the guide introduction
- Logo and acknowledgement on Access Cornwall website guide page
- Recognition as official Accessible Guide to Cornwall 2026 Partner

### **Regional Section Sponsor – £1,000 (7 available)**

- Sponsor one geographic section of the guide:  
*Available areas include: West Cornwall, Lizard Peninsula, Mid Cornwall North, Mid Cornwall South, East Cornwall North, East Cornwall South, Isles of Scilly.*
- Logo on section opening page
- Full page advert included
- Sponsor acknowledgement within the guide

### **Accessibility Champion – £500 (12 available)**

- Logo and sponsor acknowledgement
- Full page or premium placement advert
- Ideal for councils, transport providers, attractions and larger organisations

## Artwork Specs and Support

Please provide artwork in the following formats:

The guide is printed at **A5 size**.

## Enhanced Listing

<p><b>Please supply:</b></p> <ul style="list-style-type: none"><li>● Up to 100 words of copy</li><li>● Website URL</li><li>● Phone number</li><li>● Email address</li><li>● One high-quality image (JPEG or PNG, 300 dpi)</li></ul>	<p><b>Image requirements:</b></p> <ul style="list-style-type: none"><li>● Minimum <b>300 dpi</b></li><li>● High-quality JPEG or PNG</li><li>● Colour images preferred</li><li>● <b>Logo file formats:</b><ul style="list-style-type: none"><li>○ EPS (preferred)</li><li>○ PDF</li><li>○ High-resolution PNG or JPEG</li></ul></li></ul>
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Access Cornwall reserves the right to lightly edit copy for clarity, consistency and accessibility.

## Half Page Advert

Half page adverts appear as a **horizontal half page** within the A5 guide.

<p><b>Please supply:</b></p> <ul style="list-style-type: none"><li>● Finished size: 148 mm × 105 mm</li><li>● Bleed: 3 mm on all sides (154 mm × 111 mm including bleed)</li><li>● Resolution: 300 dpi</li><li>● Colour: CMYK</li><li>● Format: PDF (preferred), JPEG or PNG</li></ul>	
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## Full Page Advert

Full page adverts provide maximum visibility within the guide. A maximum of 10 full page adverts are available on a first come, first served basis.

### Please supply:

- Finished size: 148 mm × 210 mm
- Bleed: 3 mm on all sides (154 mm × 216 mm including bleed)
- Resolution: 300 dpi
- Colour: CMYK
- Format: PDF (preferred), JPEG or PNG

- All images and artwork must be print quality (300 dpi)
- Please ensure text is clear and readable at A5 size
- Avoid very small text or low-contrast colour combinations

If you are unsure about sizing or formats, please contact us before submitting.

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Design support is available if required.

## Key Dates

- Advertising booking deadline: *March 20, 2026*
- Artwork deadline: *March 27, 2026*
- Publication: **2026**

Early booking is recommended due to limited availability.

## Reserve Your Space

To reserve your advertising space in the **Accessible Guide to Cornwall 2026**, please contact:

**Access Cornwall CIC**

1 Lemon St, St Keverne, Helston, TR12 6NG

Tel: 01326 350805

Email: [hello@accesscornwall.org.uk](mailto:hello@accesscornwall.org.uk)

[www.accesscornwall.org.uk](http://www.accesscornwall.org.uk)

[Click here to book a call](#)

Advertising revenue directly funds the production and free distribution of the **Accessible Guide to Cornwall**, supporting disabled residents and visitors to enjoy Cornwall with confidence.

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