

ADVERTISEMENT BOOKING

PICK A PACKAGE

See reverse for advert descriptions
Prices exclude VAT @ 20%

- Gold (£129)
- Silver (£89)
- Bronze (£49)

EXTRA: online video* (£40)

Advert copy (inc. images):

- Attached
- Emailed
- To follow
- Repeat

YOUR PROPERTY INFORMATION

Star rating: _____ **Prices (e.g. per night/per week):** _____

Beds (e.g. sleeps up to 3): _____

Symbols: (please tick relevant boxes)

- | | |
|--|--|
| No Pets  <input type="checkbox"/> | Evening meal by arrangement..  <input type="checkbox"/> |
| Pets welcome.....  <input type="checkbox"/> | Cots.....  <input type="checkbox"/> |
| No smoking.....  <input type="checkbox"/> | Hairdryer.....  <input type="checkbox"/> |
| Smoking permitted.....  <input type="checkbox"/> | Disabled access.....  <input type="checkbox"/> |
| Restaurant on premises.....  <input type="checkbox"/> | Internet access.....  <input type="checkbox"/> |
| Packed lunch by arrangement.....  <input type="checkbox"/> | Tea/Coffee making facilities.....  <input type="checkbox"/> |
| Member of Shetland Tourism Association.....  <input type="checkbox"/> | |

Business Name: _____

Contact Name: _____

Address: _____

Daytime Tel: _____

Email: _____

Web: _____

PAYMENT (please add VAT @ 20%)

AMOUNT: £

- Cheque (payable to The Shetland Times Ltd)
- P.O.
- Cash
- Card

or charge to ledger account no.

Signature

CARD DETAILS

Card type (e.g. Mastercard, Visa)

Name on card:

Card number:

Expiry date:

3 digit security number:

or telephone us on 01595 693622

Date

If emailing, send to: m.robertson@shetlandtimes.co.uk or j.henry@shetlandtimes.co.uk

Post to: Shetland Visitor, Shetland Times Ltd., Gremista, Lerwick, Shetland, ZE1 0PX

Telephone 01595 693622 for more details

If in future you would like to receive information and sales material by email ONLY, tick here

Print-ready artwork supplied on disc or by email should be in PDF or JPG format.
Please ensure that all fonts are embedded and that the correct dimensions are used.

*Video clip will appear in a window occupied by an image on your hard copy advert.
Videos are to be supplied by you and should be no larger than 40mb.

FINAL DATE FOR ADVERTISING INSTRUCTIONS 14TH SEPTEMBER 2012

Shetland VISITOR ACCOMMODATION



2013



Dear accommodation provider,

Following on from last year's very successful launch of the full *Shetland Visitor* magazine "flip" version online (over 250,000 page views), and using end-user feedback and research, further evolution of the magazine is now taking place to ensure we keep pace with the ever-changing tourism market and how we serve it. We intend to make the magazine even more user-friendly by producing as an A5 size, perfect bound publication, with the online version offering even more opportunities for reaching customers (see offers overleaf).

The *Shetland Visitor*, published by The Shetland Times Ltd for 23 years, has developed over that time to become the default marketing tool for reaching summer visitors, as well as the many locals who use it throughout the year. It is also the default publication for use by

Promote Shetland through trade fair and website requests meaning circulation has increased, giving you an unbeatable advertising opportunity. *Shetland Visitor* is, simply, the best outlet for you to reach the crucial tourist and local markets. Published in autumn, the magazine is available and current to all visitors and potential visitors, including those who travel during off-peak times and to events such as the music festivals and Up-Helly-A' celebrations.

So not only does *Shetland Visitor* catch visitors while they are here (not to mention the local population), it also reaches a much broader audience pre-visit, helping them to plan their Shetland experience before arriving.

As always, the free distribution magazine is printed in full colour throughout on gloss art paper and all

advertisers receive free copies for their customers.

For ease, this year we are offering three simple packages for accommodation listings – gold, silver or bronze. Details of these packages, costs etc are included in this leaflet.

We will give you a call soon to discuss your requirements but in the meantime, if you wish to advertise, please complete the advertisement order form (see back) and return to us by **14th September 2012**.

For any further information, or if you have any queries, please contact us.

Yours faithfully,

Jenny Henry
Michelle Robertson
Marketing and Sales

Promote YOUR business in THE Shetland holiday magazine

Real value for money exposure

Magazine distributed throughout Shetland and beyond

Online advert included with every package

In print, online, we cover it all

Shetland Visitor 2013 with enhanced marketing opportunities

All accommodation listings appear in both the magazine and online at www.shetland.org in order of priority, with gold first, then silver and bronze. Advertisers are also included in the digital "flip" version online at www.shetlandtimes.co.uk

GOLD PACKAGE

What you get...

The prime gold package provides you with the best opportunity to reach your customers in both print and online at www.shetland.org and will include:

Magazine listing as below:

- Your property image
- Up to 50 words of descriptive text
- Full contact details
- Prices
- Star ratings and symbols where applicable
- Inclusion in digital "flip" version (including live links)

Web listing as below and expanded view as shown here (not actual size):

- Thumbnail image on search results
- Larger image on property view
- Carousel of 12 images
- 30 word introduction (shown on search results)
- 300 word overview
- Full list of symbols
- Directions
- Map
- Contact form
- Accommodation enquiry form

ONLY
£129.00
FOR MINI
WEBSITE AND
LARGE ADVERT

EXPANDED WEB LISTING GOLD

East Biggins

Papa Stour, Shetland, ZE2 9PW
Tel: 07741 069 548
Email: www.newforestholidayshetland.com
Website: <http://www.newforestholidayshetland.com>



Holiday cottage situated on the Island of Papa Stour. Close to rich wildlife, beautiful views and breathtaking walks exploring the coastline. Available for long weekends or short weeks by arrangement.

[Add To Enquiry Form](#)



ESTABLISHMENT OVERVIEW

East Biggins is a stone built croft house situated in an idyllic position on the top of a hill with stunning panoramic views of the west Shetland coastline. The site of Fraula can be seen in the distance. There is plenty of wildlife including otters, seals, birds and rich flora. The house is surrounded by fields with sheep and Shetland ponies nearby. There are many walks with Papa Stour's 21 miles of ruggedly beautiful coastline to explore with caves, cliffs and beaches.

The island was designated a site of scientific interest in 1971 and the sea around it is a marine conservation area. First populated in 3000BC, it has traces of prehistoric man with Neolithic dwellings, chambered cairns and Bronze Age burnt mounds, and is therefore of great interest to archaeologists. Mistle (Iron Age) is represented by Muckle and Puarra Hangan which can be found very close to East Biggins itself.

Papa Stour has 18 species of breeding sea birds including Fulmars, Shags, Gullmanns, Razorbills, Puffins and many more. The island also has many seals and otters, and there are frequent sightings of harbour porpoises and hiter whales.

The house offers:

- 2 bedrooms each with one double with a single for plus and upstairs
- Living/Dining area with open plan kitchen with wood/solid fuel burner
- TV/DVD/Sky
- Bed linen/towels supplied
- Electricity included in price

There is no shop on the island, however, subsidised ferries/flights run most days at very reasonable rates.

Ferry Services run:

From West Burchard: Mon, Wed, Fri and Sat at 0900 hours

Fri, Sat and Sun at 1800 hours

Wed at 1300 hours

From Papa Stour: Mon, Wed, Fri and Sat at 1000 hours

Fri, Sat and Sun at 1845 hours

Wed at 1345 hours

Telephone Island Ferry Bookings: 01957 722259

Air Service:

From Tingwall Airport: Tuesday 0900 hours and 1600 hours

From Papa Stour: Tuesday 0520 hours and 1620 hours

Telephone Island Air Service Bookings: 01595 840248

For any enquiries about booking East Biggins, please contact Sarah Pugh on 07741 069548. You can also email www.newforestholidayshetland.com or visit our website at www.newforestholidayshetland.com

East Biggins is also available for long weekends and short weeks by arrangement.

PRICES		
COTTAGE	Rates for a Cottage start at:	£300 per week



MAGAZINE LISTING GOLD

CENTRAL Valley B&B

Gott, Tingwall, ZE2 9SE

★★★ B&B



Comfortable ensuite rooms, free WIFI, Freesat TV, DVD, tea, coffee, off road parking, on bus route, hearty cooked breakfasts, fridge, microwave for DIY evening meals. A warm welcome awaits you.

Price: Single from £33; Double from £28 per person; Twin from £28 per person; Family room from £28 per person; Family rates available.
Contact: Pat Peterson
T: 01595 840403 or 07786 495174
E: valleybandb@live.co.uk
W: www.valleybandb.co.uk

WEB LISTING GOLD

PAPA STOUR

East Biggins
Papa Stour, Shetland, ZE2 9PW
Holiday cottage situated on the Island of Papa Stour. Close to rich wildlife, beautiful views and breathtaking walks exploring the coastline. Available for long weekends or short weeks by arrangement.

Sleeps 5

Self-Catering
Not STB Graded

Prices
from £300
Per Week

[VIEW MORE INFO](#)

SILVER PACKAGE

What you get...

The silver package provides you with good marketing space in both print and online at www.shetland.org and will include:

Magazine listing as below:

- Your property image
- Up to 50 words of descriptive text
- Full contact details
- Prices
- Star ratings and symbols where applicable
- Inclusion in digital "flip" version (including live links)

Web listing and expanded view as shown here (not actual size):

- Thumbnail image on search results
- 30 word overview (on expanded view only)
- Full list of symbols
- Directions
- Map
- Contact form
- Accommodation enquiry form

MAGAZINE LISTING SILVER

CENTRAL Sunnybrae Self Catering

Sunnybrae, Hamnavoe, Burra ZE2 9JY



Cottage with beautiful sea views and sunsets on the west coast of Shetland. Beaches within easy walking distance. Stunning and dramatic landscapes. Wildlife – seals, otters, birds and lots more.

Rooms: 2 Bedrooms, Sleeps 4/5
Price: £300-£380 Per Week
Contact: Joyce Smith • T: 01595 859289 • E: joycesmith289@aol.com

WEB LISTING SILVER

CENTRAL MAINLAND

Bed and Breakfast



Windward
Prices - from £25 Per Night
Sleeps 6
Rated on Trip Advisor

[VIEW MORE INFO](#)

EXPANDED WEB LISTING SILVER

Windward

Port Arthur, Scalloway, ZE2 8JW
Tel: 01595 860750
Email: bcb.cummings@windward.com
Website: <http://www.accommodation-shetland.co.uk>



A warm welcome guaranteed in friendly family run B&B. Situated in peaceful village with sea views. Good central base. Ideal for exploring all directions. Six miles from Lerwick. Spacious rooms with Satellite TV, hairdryers and fridge. Generous cooked/healthy breakfasts available. Free WiFi.

[Add To Enquiry Form](#)

24 reviews of Windward in Scalloway

PRICES		
SINGLE ROOM	Rates for a Single room start at:	£30-50 Per Night
DOUBLE/TWIN ROOM	Rates for a Double/Twin room start at:	£25-40 Per Person Per Night
FAMILY ROOM	Rates for a Family room start at:	£25-50 Per Person Per Night

DIRECTIONS



From Sandburgh Airport (15-40mins)
Turn right on to A870, drive North 25.0 miles
Turn left at Colburnick on to B8073, drive west 1.4 miles
Turn left on to A870, follow signs for Scalloway, drive 1.2 miles
Approaching Scalloway - as you approach the village you will see the "Welcome to Scalloway" sign. About 200m further on there is a small mini roundabout which can be confusing! Just drive straight through it (not the left fork that takes you to the harbour) and carry on until you come to another mini roundabout and take a right turn there.

Drive straight ahead onto a small road
the North Atlantic Marine College. Carry on up the hill
On your left you will see a crash barrier, just follow it to the end of the road. Windward is on your right at the end of the road. The ship's Mast is on the wall with Windward on it.

From Northlink Ferry Terminal (30-15mins)
Turn right on to A870 (go through 1 roundabout)
Turn left staying on A870, follow signs for Scalloway
Follow above instructions approaching Scalloway.

ONLY
£89.00

BRONZE PACKAGE

What you get...

The bronze package is the basic but still provides you with good space in both print and online at www.shetland.org and will include:

Magazine listing as below:

- Property location and name
- Full contact details
- Star ratings and symbols where applicable
- Inclusion in digital "flip" version (including live links)

Basic web listing as shown here (not actual size):

- Property location and name
- Full contact details
- Star ratings and symbols where applicable
- Accommodation enquiry form

MAGAZINE LISTING BRONZE

LERWICK Christine's Place

6 Charlotte Street, Lerwick
T: 01595 694526 • E: jc.tonge@lineone.net

WEB LISTING BRONZE

The Booth
Trondra, Scalloway, ZE1 0XL

★★★★
Sleeps 8

ONLY
£49.00

The Booth
Trondra, Scalloway, ZE1 0XL

★★★★
Sleeps 8

Accommodation Type: Self-Catering
Tel: 07887 603 927
Email: wattnext@bopenworld.com

Not Rated on TripAdvisor
[Write a review >>>](#)