

ADVERTISEMENT BOOKING

PICK AN ADVERT

See reverse for advert descriptions

Prices exclude VAT @ 20%

Full page (£569)

Half page (£299)

Quarter (£169)

Eighth Page (£99)

Full inside Back Cover (£790)

Full inside Front Cover (£790)

EXTRAS

Live "flip" link (£10)

Online video (£40)

Advert copy (inc. images):

Attached

Emailed

To follow

Advert position (e.g. Travel/Unst/Crafts etc):

Business Name:

Contact Name:

Address:

Daytime Tel:

Email:

Web:

Any special instructions or requests:

PAYMENT (please add VAT @ 20%)

AMOUNT: £

Cheque (payable to The Shetland Times Ltd)

P.O.

Cash

Card

or charge to ledger account no.

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

Signature

Date

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



2013



Dear advertiser,

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.

Four very competitively priced advertisement sizes are now available. Please see inside for details of these, as well as some "online extras" we can now provide.

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 best marketing magazine for Shetland

Real value for money exposure

Magazine distributed throughout Shetland and beyond

Online "flip" version adds even more exposure

In print, online, we cover it all

Treat yourself, or someone special, to a gift from J. G. Rae Ltd, at 92 Commercial Street (01595 693686). Silver and gold jewellery made locally using traditional, Nordic and wildlife designs, along with a range based on the St Ninian's Isle treasure, allow you to take home a piece of Shetland's history. The workshop is at Shetland Jewellery in Weisdale where visitors are welcome.

Austin Taylor has been carrying a camera since boyhood but still strives for that one unique image and hopes his once-in-a-lifetime will come sometime. He loves creating but also gets carried away just snapping. Occasionally he manages to combine the two and please himself with the result, the rest of the time he just keeps trying.

Shetland Arts Development Agency manages and co-ordinates a varied programme of arts activities throughout Shetland, including those at the Garrison Theatre and the Bonhoga Gallery. The

historic Weisdale Mill, built in 1855, houses the Bonhoga Gallery, where exhibitions of local, national and international art and craft are on show throughout the year. The gallery shop sells a range of crafts and design-led books and gifts, while the Mill Café in the conservatory overlooks Kergord Burn and serves delicious food with a local flavour. The Mill is open 10.30am to 4.30pm from Tuesday to Saturday, and from noon to 4.30pm on Sunday. For further information telephone 01595 745750.

The Bonhoga Gallery also arranges touring exhibitions of work in Sumburgh airport terminal, the rural leisure centres and cafes around the isles, while independent displays are often on show at various public buildings including the Gilbert Bain Hospital and Islesburgh Community Centre.

'Da Gadderie' exhibition space within the Shetland Museum and Archives at Hay's Dock in Lerwick shows a range

Want to know Shetland's story?

Start here
Shetland Museum and Archives showcases the islands' unique heritage and culture - from its geological beginnings to the present day.

View boats suspended in mid air
Hear traditional music and stories
Regular children and family activity workshops
Visit a Shetland Croft house and meet the livestock
The perfect day out for the whole family

For enquiries contact:
Tel: 01595 495057
Shetland Museum and Archives
Hay's Dock, Lerwick
www.shetlandmuseumandarchives.org.uk

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JUST A LITTLE EXTRA

Following the very successful launch of the free online "flip" version of the magazine during 2012, we can provide yet another bite at the marketing cherry by offering a little extra service through that product:

- Video footage*
- Live web address links
- Live email links

These new marketing tools are now available to you in the "flip" version.

If you haven't yet seen how these features work please follow the link at www.shetlandtimes.co.uk

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

CAPTURE YOUR CUSTOMERS WITH DISPLAY ADVERTS

Display advertisements come in four sizes. Choose what's best for you and fill in the easy-to-use booking form on the reverse.

Noss 2012
with **Seabirds-and-Seals**
Wildlife adventure cruises around Noss National Nature Reserve and Bressay with unique UNDERWATER VIEWING

10am & 2pm daily from 15th April - 10th September 2012 (other times on request)

Seabirds-and-Seals
21st season - 2012

Visit Britain's best bird cliffs aboard Shetland's top wildlife tour boat. *Comer 47*. Sail with our expert local guides to meet birds and seals at amazing close range. Marvel at the stupendous cliffs, stacks, coves and caves.

PLUS the unique Shetland Submarine - every cruise includes *UNDERWATER VIEWING* with remotely-controlled video cameras, to reveal the teeming sea life in the caves and kelp forests below the waves. See the entire food chain from tiny plant plankton to gannets and grey seals.

The Noss Boat sails every day at 10am and 2pm, 15th April to 10th September. (subject to weather, annual lift and demand). Duration: approx. 3 hrs. Prices: full fare £45; senior £40; student £30; under-16 £25; under-5 free (if space); group discounts. Booking is strongly advised for this very popular excursion: phone or text 07595 540 224 (24 hours) or, if no reply, by 07831 217 042 or contact **Visit Shetland** at Market Cross Lerwick, Shetland ZE1 0LU - phone 01595 693 434 - office hours only. E-mail bookings: info@seabirds-and-seals.com Website: www.seabirds-and-seals.com All departures from Victoria Pier Slipway in Lerwick town centre (100m from tourist information office).

Seabirds-and-Seals
While you're in Shetland, don't miss the best bits!

The original and best - that's why 80% of Noss passengers choose us!

© Shetland Visitor 2013

FULL: £569
128mm across, 190mm deep

Hay's Dock
Café Restaurant

The best of local produce, simply cooked and beautifully presented. Located in the Shetland Museum and Archives with stunning views over Lerwick's oldest working dock, the café restaurant is open daily for freshly prepared snacks and lunches. A superb evening menu is offered in a relaxed and refined atmosphere.

For further enquiries and booking please call:
01595 741569

Shetland Museum and Archives
Hay's Dock, Lerwick, ZE1 0WP
info@haysdock.co.uk
www.haysdock.co.uk

© Shetland Visitor 2013

HALF: £299
128mm across, 93mm deep



A GALLERY OF ISLAND ART, CRAFT & KNITWEAR

SHETLAND can boast a wealth of talented knitters, craft makers, artists and photographers who are engaged in producing various quality items for both the local and tourist markets. Work is available direct from the makers or from local shops, websites, craft fairs, markets and gallery outlets. Shetland's biggest craft fair is usually held nearer the end of the year in the Clickimin Centre in Lerwick and is a great 'Christmas shopping' outing. You could even find the ideal 'take home gift' at the Sunday teas which are held in various village halls throughout the summer and often feature craft stalls or car boot sales.

The Shetland Arts & Crafts Association launched Shetland's Craft Trail in 2011. Many local artists and craft makers have got together to make it easy to find studios

and workshops open to visitors. Pick up a leaflet from the Visit Shetland office, NorthLink Ferries, the airport, or from any participating outlet. Alternatively, keep a look out for the distinctive signs you'll find all over Shetland. A huge variety of craftspeople will welcome you to their premises, show you how they work, maybe even let you have a go; and, of course, give you the opportunity to buy handmade craft work straight from the maker. As this is Shetland, naturally there are a number of knitwear producers, working with innovative as well as traditional Fair Isle designs. Other crafts, not quite so obviously 'Shetland', include furniture design and manufacture, leather work, felt making - it's a long list. Though the Association call it a 'trail', there is no set path to travel. Wherever your travels take you, the Craft Trail will lead to many surprises, but only two certainties - quality crafts and a warm welcome.

And there are few things warmer than real Shetland wool. Native wool is protected under a European Union scheme - the first time in the UK that a non food

or drink product has gained Protected Designation of Origin (PDO) accreditation - which means sellers must provide proof of provenance and breed. The 'Native Shetland Wool' designation came into force in November 2011, and gives a guarantee to customers that they are buying the genuine, premium product from Shetland.

The knitwear produced using the wool is famous worldwide, from the fine lace shawls that can be pulled through a wedding ring, to the intricate Fair Isle patterned garments that are knitted throughout the isles. 'Fair Isle', in many forms, is in vogue with all ages but for the 'real thing' visit the islands' talented producers to see the range of authentic garments and gifts on offer. You'll also find makers and designers who use their own creativity and methods to produce more contemporary work to complement the range of traditional items.

The Shetland Textile Working Museum, housed in the Bòd of Gremista in Lerwick, is an informative and entertaining resource for anyone interested in the wealth of textile history and culture that Shetland has to offer.

The textile collection is cared for by the Shetland Guild of Spinners, Weavers, Dyers and Knitters and contains nearly 500 items that embrace all sections of the islands' rich textile heritage. The 2012 exhibition will be open Tuesdays to Saturdays between May and September with demonstrations of handspinning and knitting on Wednesday and Saturdays.

The wool brokers Jamieson & Smith

SHETLAND TEXTILE WORKING MUSEUM
Bòd of Gremista
Lerwick

STITCHES IDA SCATTALD
our textured landscape

The 2012 exhibition is housed in the beautifully restored 18th century fishing bòd and showcases Shetland's world famous textiles. Guild Members demonstrate handspinning and knitting each Wednesday and Saturday throughout the summer.

© Shetland Visitor 2013

at 99 North Road, Lerwick (Tel. 01595 693579), actively promote Shetland wool and offer the most extensive range of genuine Shetland yarns in the country. The colour range needs to be seen to be believed, with all spun wool from carefully selected fleeces from local farmers and crofters. Visit the shop and wool store to learn more or see the website at www.shetlandwool.org. A worldwide mail order service is provided.

Jamieson's Spinning Mill (01595 870285) at Sandness, in the west mainland, supplies 100 per cent pure Shetland wool and the spinning process is fascinating. A wide choice of colours is on offer along with the traditional 'natural' colours which shade from off white, through fawns and grey to 'moorit' (a donkey brown), and Shetland black which is a very dark brown. Contact the mill for more details.

The Lerwick retail outlet for the mill is Jamieson's Knitwear on Commercial Street (01595 693114), selling a distinctive collection of knitwear, both hand and