



PROUD TO BE PART OF  
**LEVEN**  
MEDIA GROUP



# Imagine

A special publication, all about your attraction, that delivers you revenue...

**IMAGINE NO MORE!**

**AN ATTRACTION GUIDE, DESIGNED TO MAKE YOU MONEY**

*I think that's what they call a "Win-Win"!*

So, you want your own magazine or guide to sell on entry to your attraction, as you know they can be profitable in their own right. What's more, these publications can be a key part of your marketing mix, promoting your attraction to friends and families of visitors as well as acting as a great souvenir that will inspire return visits. **BUT**, and here's the issue, you don't have a massive budget, you know a publication can be expensive to produce and, worse, that producing one can take up a huge amount of your time to get right.



**THAT'S WHERE WE COME IN.** Through no more than an initial meeting, we can apply our expertise and unique business model that has been innovated, designed and created with your attraction in mind to minimise the risk, take away the time commitment and still deliver the marketing value and profit you are looking for.

## AT RED FLAG MEDIA



At **RED FLAG MEDIA**, we spend a lot of time working out how we can create and deliver products that help our clients, and this time, we've been told we've come up with a winner.

In it's simplest terms, we've created a model, especially for attractions businesses in Cornwall and Devon, that not only delivers you with a guide publication to sell to your visitors, but is created in such a way that it massively minimises your costs, helps manage your marketing budget cash flow and delivers significant revenues.

## WE WANT TO WORK WITH YOU, TO DELIVER SOMETHING SPECIAL

Something that will be of great value to your visitors, enhance their visit and have a positive effect on your revenue and profit. We adopted this ethos when we started in December 2011 and doing exactly this is the secret to our success. **NOW IT'S YOUR TURN TO BENEFIT FROM WHAT WE DO.**

THERE ARE **10 SIMPLE STEPS** THAT WE'LL WORK THROUGH WITH YOU **TO INCREASE YOUR REVENUE**



10

# Simple Steps

WE'VE DEVELOPED A MODEL ESPECIALLY FOR ATTRACTIONS TO ADD VALUE FOR VISITORS AND PROVIDE A PROFITABLE RETURN

1

## Planning

Where you take us on a tour of your attraction, explaining your key marketing messages to visitors both during and after their visit.

2

## Content

Created based on your marketing messages, to ensure we cover all your upsell opportunities.

3

## Sign Off

You check the content plan and have final sign off to ensure everything is covered.

4

## Production

Our experts get to work on your editorial features, sourcing pictures and designing pages.

5

## Quality Control

You check, amend and sign off all pages. Our QC department proof reads and prepares for print (132 pages on quality paper with a premium stock cover).

7

## Delivery

We deliver, and you display your publication in pride of place. You ask all visitors if they'd like a copy when they buy their tickets. We recommend a RRP of £4.25.

6

## Print

You make the first payment of £3,437.50, the project fee, and we send the magazine or guide to print. This is not until February 2019 - so you pay nothing until then!

8

## Copy Sales

You make the second payment of £3,437.50, the final project fee, in June 2019 giving you time to sell copies. This means you can pay us from the revenue collected.

9

## Stock Check

With you, we stock check in September, November and January to calculate the total number of copies sold and discuss costs as follows:

10

## Coffee

We meet again to plan the next one - we want this to be a key part of your sales and marketing effort for many years to come.

COPY SALES FORECASTS	COPY SALES	REVENUE	PROFIT TO ATTRACTION
Profit on 100% sale through	5,000	£21,250.00	£7,500.00
Profit on 75% sale through	3,750	£15,937.50	£5,625.00
Profit on 50% sale through	2,500	£10,625.00	£3,750.00
Profit on 35% sale through	1,750	£7,437.50	£562.50

### SMALL PRINT

£6,875 is the minimum investment required which delivers 5,000 copies - we will discuss with you the ideal quantity to print and can always print more should you sell out; this way we minimise each other's risk and celebrate together by sharing the profit!

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## Your next step

If you'd like to know more about how the attraction publication model works, and how it can help you generate more revenue, we'd love to come and show you over a cup of coffee!