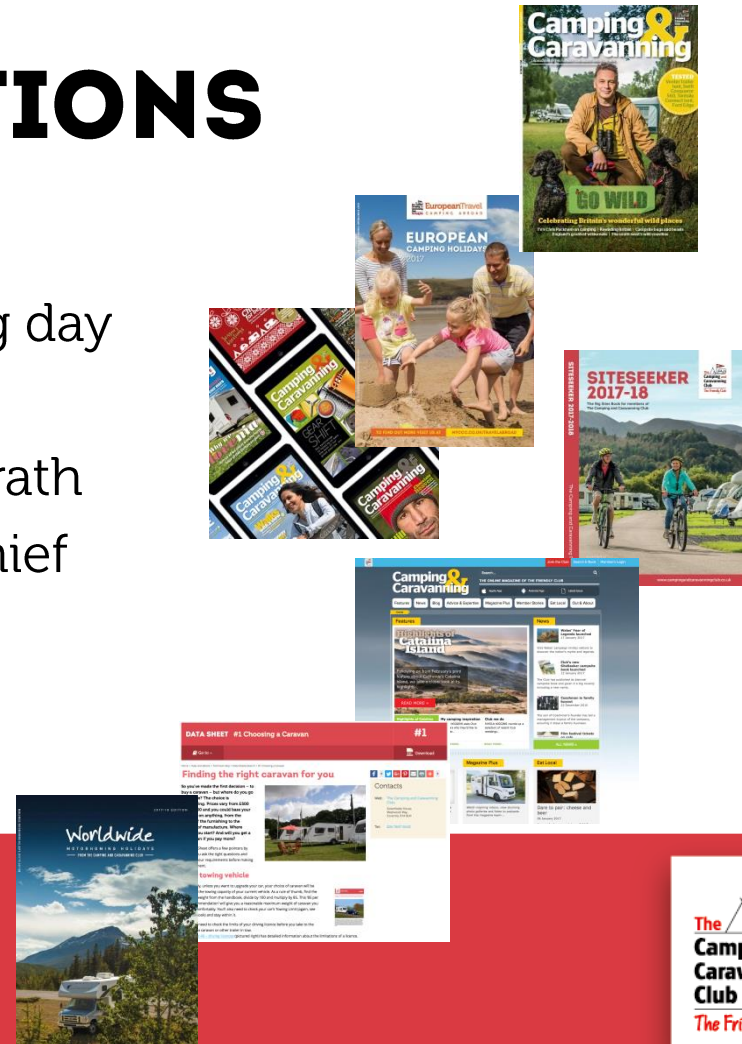


PUBLICATIONS

PRO training day
March 2017
Simon McGrath
Editor-in-Chief



PUBLICATIONS

Agenda

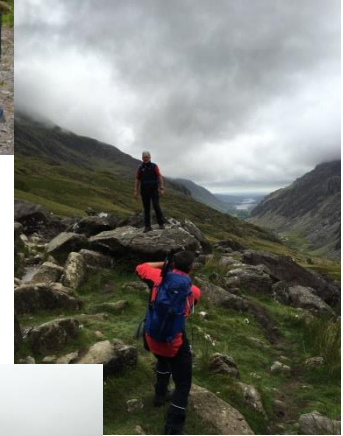
- Team overview
- What we publish
- Camping & Caravanning magazine
- Brochures, guides and Marketing Services
- Schedules and flat plans
- How to get involved



PUBLICATIONS

Team overview

- Editorial staff
- Designers
- Production staff
- Technical Helpdesk
- Assisted by photographers and video specialists
- Supported by advertising staff at CPL



PUBLICATIONS

What we publish:

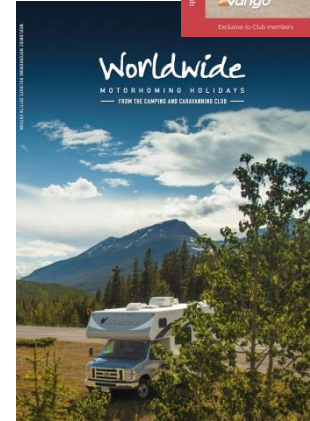
- Camping & Caravanning magazine, established in 1905
 - Print
 - Website
 - Turn-page edition
 - Mobile
 - Social media



PUBLICATIONS

What we publish:

- SiteSeeker book
- Travel Service guides and brochures
- Marketing materials, website banners, adverts
- Show collateral
- Annual Report and Accounts
- So far this year we've handled more than 200 marketing jobs



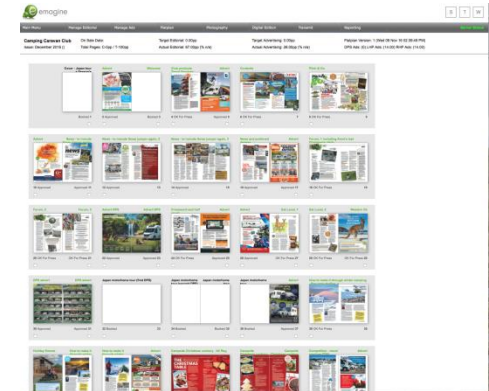
PUBLICATIONS

Schedules and flat plans

- Flatplans: At a glance guide to an edition
- Editorial calendar: A key planning tool
- Schedules: Three month cycle for print alone
- When contacting us, please give as much notice as possible

Flatplan: Camping Caravan Club 04 Issue April 2017

On Sale Date: Target Advertising: 01 May
Total Pages: 11 Pages / 11 Ads
Actual Advertising: 48 Ads
Target Editorial: 01 May
Actual Editorial: 01 May
GDS Ads: 25 LAMP Ads: 25 (30) 19 (1) Ads: 19 (1)



PUBLICATIONS

How to get involved

- Stories:
 - Brief bullet points are best as we'll write it
 - Include quotes from someone
 - Please check facts
 - Story ideas include special events and awards



PUBLICATIONS

How to get involved

- Photographs:
 - High resolution Jpegs: 1MB or 300 dots per inch (dpi)
 - Avoid taking on phones
 - Please gain parental and adult consent
 - Let people know you are submitting the photo for publication
 - Submit a caption with full names, from the left, with location and context
 - Look out for pranksters!
 - Please note: We never guarantee publication



PUBLICATIONS

How to get involved

- Who to contact:
 - New Club Reporter David Guest starts on Monday
 - 024 7647 5270
 - david.guest@campingandcaravanningclub.co.uk
- Alternatively:
 - magazine@myccc.co.uk
 - Please include contact details

PUBLICATIONS

Thank you

Any questions?

